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LETTER  
WRITING  
*For Use*  
BUSINESS  
BUILDER



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# LETTER WRITING FOR THE BUSINESS BUILDER

A Textbook for High Schools, Business Colleges,  
Private Schools, Religious Schools

By

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and

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Ellis Publishing Company  
Battle Creek, Michigan

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# Preface

“Letter Writing for the Business Builder” is the result of the authors’ somewhat extended experience both in the class room and as business men. It is not intended as a reflection on the efficiency of the teacher of commercial English and commercial correspondence when we say that in the preparation of this text, we have drawn more largely from business experience than from that of the class room. This text embodies as far as is possible in a work on business correspondence, the actual business idea. One who has completed this book, and who understands what he has studied, will, we believe, be qualified to enter the field of letter writing in actual business. The business world must finally be the judge as to the ability of the letter writer. It is assumed that the pupil who studies “Letter Writing for the Business Builder” has a working knowledge of the elementary principles of English grammar and composition.

In order to write a clear, forceful business letter, a letter that will inspire confidence and induce action, one must have a knowledge not only of fundamental English including punctuation, capitalization, paragraphing, spelling, and a good vocabulary, but a reasonable amount of gray matter, common sense, and some idea of buying and selling; in short, how to approach people, a knowledge of men.

In offering this course, the authors desire to acknowledge their indebtedness for the ideas and suggestions they have received. The principal source of reference has been the books and magazines published by the System Company, Chicago, and the Business Man’s Publishing Company, Detroit. Finding it difficult to give credit in detail for what has been borrowed, we make this general acknowledgment. Many other books and periodicals have been freely consulted.

We are under obligation to G. W. Beckler, head of the English Department of the Chillicothe Business College, Chillicothe, Mo., and to Mrs. Kerwin, head of the Secretarial Department of Burdett College, Boston, Mass., for reviewing this work and for their valuable suggestions.

## PREFACE

In the preparation of this volume, the aim has been to keep in close touch with business conditions, never to lose sight of the practical application.

It has been the ambition of the authors to bring together material on the subject of Letter Writing, and to work it into a course that will, in a greater degree than any other book published, prove of help and inspiration to young men and women striving to win success in the business world. To accomplish so worthy an end, it has been necessary to call to our aid the thoughts and expressions of many writers.



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# Part I

## Letter Writing for the Business Builder

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### Introduction

Letter Writing for the Business Builder is an attempt to solve for beginners and students that important and perplexing problem:

**“How to put Brains Into an Envelope.”**

It is an effort to develop the student in the art of handling men by mail. Its purpose is to show him how to get others to see as he sees—to think as he thinks—to act as he would have them act. It teaches him how to use “Business English”—the kind of language that touches the “business heart” of a customer, and gets him to part willingly with his money.

The commercial idea is the prevailing note in this course; yet strong emphasis is laid upon the other phases of the subject.

Letter Writing in a broad and comprehensive sense is both an art and a science. It is art to express thought upon paper; but it requires science to explain the mental processes in order that a letter may be shaped so as to force action on the part of the reader.

Business letters that fail to secure action are wasted labor, stationery, and postage. This fact has created among business firms a great demand for men and women who can write "letters that pull"—"letters that win."

To those who desire to put greater efficiency and pulling power into their letters, this course is offered.

### The Scope of a Letter

The letter touches all the relations of mankind in society, government, and business. The great postal system of the world enables one to extend the golden chain of friendship across the continent, over seas, and into lands remote. By means of it, the letter can be made to sell goods, handle men, collect money, adjust complaints, secure positions, develop prestige, and build business.

The letter has become the universal implement of trade, and is the servant of every business, regardless of its size or character. It matters not who may command its use—whenever men wish to communicate with each other, the letter is found to be the cheapest and most efficient medium.

In selling goods, the letter is the greatest salesman known to modern business. It will go thousands of miles to create business and bring back orders. Even the most distant post of civilization is not beyond its reach.

It will enable the man who retails to talk his goods to every family in his town, or it will go farther and build a counter across the continent for him. A letter will permit a manufacturer or wholesaler to find prospects and win customers in remote towns that salesmen could not profitably reach.

In the letter, a sales manager finds the means of extending his own enthusiasm to his men even in the farthest limits of his territory. As a collector of money, the letter is bringing

in ten dollars to the personal collector's one. Without the collection letter, the whole credit system would be toppling to its fall.

A young person standing at the threshold of a business career will find a well-written letter of application the most reliable key to unlock the door that leads to success.

A diplomatic letter at the first intimation of dissatisfaction will soothe ruffled feelings, wipe out imagined grievances, adjust complaints, and lay a foundation for even firmer business relations in the future.

If clearly written, the letter will not misrepresent your proposition, nor make verbal promises that cannot be fulfilled. It will say no more and no less than you want said, and will say it with the same amount of enthusiasm and freshness that it possessed when it left your desk.

It will not be tired and sleepy because it had to catch the midnight train; it will not be out of sorts because at breakfast the coffee was poor or the potatoes cold; it will not be discouraged because competition is sharp and business is slow; in fact, it is immune from all the ills and weaknesses of the flesh, and will deliver your message faithfully, promptly, and loyally.

It does not have to cool its heels in the outer office, nor conjure methods to reach the chief within; for the courtesy of the mail lays it upon his desk. Indeed, the letter becomes the perfect servant of the user, and possesses a latent power that few men realize—a power that will build business and develop prestige.

### Materials for Letter Writing

With a subject of such importance, it can be readily seen that the materials used are important. The architect of a letter must be as wise as the architect of a building, and must see to it that he has the necessary material to make his structure attractive. Man in his early development was content to live in a thatched hut or log cabin, but in these modern times such an abode will not satisfy. Neither will his grandfather's style of Letter Writing prove any more acceptable.



Progress is making tremendous strides in every field of human endeavor, and nowhere is the advance more marked than in business correspondence. Styles that a few years ago would have been considered improper are now being used with the very best effect. Earlier books on Letter Writing warned young people against using tinted paper and colored inks; yet today business men are using letterheads of blue, green, and brown tints, with typewriter ribbons colored to match, and are securing greater results than they ever did when they used pure white paper and black typewriter ribbons. However, this change has been brought about by the typewriter and would only be tolerated where the typewriter is used. Should a young person write a letter of application with purple ink on colored paper, it would in the majority of cases be consigned to the waste basket.

If you wish to write and mail one letter a day, the materials you will need are paper, envelopes, pens, ink, and postage stamps. If you wish to write fifty or one hundred letters a day, you will need a typewriter. If, however, you have come to recognize the great business-building power of the letter, and decide to write ten or twenty thousand letters a day, you will need duplicating and addressing machines. In so large a correspondence, you will naturally have many letters of importance and will desire to keep copies of them. This will require a letter-press and a copy-book, or the use of carbon paper and a filing cabinet. The accumulation of these materials will equip you for the business of Letter Writing.

There are many duplicating and addressing machines in general use. There are several typewriters that are considered standard machines. Where letter-press copies are desired and the number is large, a copier of the roller-press style is preferable; however, most business firms have done away with copying letters altogether and use carbon copies instead. A great variety of filing cabinets can be found advertised in any office appliance magazine in case you wish to keep a carbon copy record of your letters.



In the gathering of your materials, let your actions be governed by one motto: "Quality." High-grade stationery strengthens and gives dignity to whatever thoughts you have expressed. Cheap, poor-grade stationery marks an indifferent individual or an inferior business house. It develops a mental picture in the mind of the recipient that proves detrimental to all success-winning, profit-making endeavors. It has often been truly said that the best is none too good, and this is especially applicable in your case as you are going to make the letter accomplish more in the future than it ever has in the past.

For convenience in handling the letter, certain standard sizes of paper and envelopes have been adopted. Business letters are usually written on sheets of paper  $8\frac{1}{2} \times 11$  inches or  $8 \times 10$  inches. One of the later styles that is becoming largely used is  $7\frac{1}{4} \times 10\frac{1}{2}$  inches. Half sheets,  $5\frac{1}{2} \times 8\frac{1}{2}$  inches, are often used for short letters.

Business envelopes are made in six different sizes and are numbered as follows:

- No. 6 is  $3\frac{3}{8} \times 6$  inches.
- No.  $6\frac{3}{4}$  is  $3\frac{5}{8} \times 6\frac{1}{2}$  inches.
- No.  $7\frac{1}{2}$  is  $3\frac{7}{8} \times 7\frac{1}{2}$  inches.
- No. 9 is  $3\frac{7}{8} \times 8\frac{7}{8}$  inches.
- No. 10 is  $4\frac{1}{8} \times 9\frac{1}{2}$  inches.
- No. 11 is  $4\frac{1}{2} \times 10\frac{3}{8}$  inches.

For business correspondence, No.  $6\frac{3}{4}$  is more largely used than any of the others. No. 6 has its largest use as an enclosure in No.  $6\frac{3}{4}$ .

To make answering easy, many firms enclose a self-addressed envelope. When especially desiring a reply, they even stamp it. The size of No. 6 makes it convenient for this purpose, as the use of any of the others would require folding. Folding an envelope is very objectionable, and should never be done except in case of absolute necessity. When tinted letterheads are used, they should be enclosed in envelopes of the same tint.

Below are illustrations of a business envelope and of an envelope of proper size for an enclosure.

Return in five days to  
**ELLIS PUBLISHING COMPANY**  
PUBLISHERS AND PRINTERS  
BATTLE CREEK, MICH.

**ELLIS PUBLISHING COMPANY**

**BATTLE CREEK**

**MICHIGAN**

The envelope is used chiefly as a cover and a protection for the letter. It insures privacy, and provides a space for the address of the recipient. A business envelope should also have a return card—the name and address of the sender in the upper left-hand corner. This enables the return of the letter to the writer without its first going to the dead letter office.

The envelope is to guide and introduce the letter, and its appropriateness is a matter worthy of consideration. Much of the value of a letter—much of its reception—depends upon the character and standing shown in the envelope. A sealed envelope of poor quality and appearance impresses the receiver unfavorably, even if its contents prove important; but a cheap, sleazy, draggled envelope under a one-cent stamp is, indeed, a heavy burden to overcome. Cheap paper and unattractive printing are to be avoided just as carefully as you would avoid presenting yourself on a business mission clad in dirty and unattractive clothing.

When letters are pen written, the best grade of black ink should be used. The pen should have a medium coarse point so the lines will be strong and clear. The paper should have a smooth surface and should preferably be pure white. Stationery for social and friendship letters is subject to changes of fashion, and the sizes vary at different times. By consulting any up-to-date printer or stationer, you can become informed as to the latest prevailing mode.

### Divisions of a Letter

Has it ever impressed you that the division of a letter is an important matter? If you have never thought about this, observe the following letter which is given in solid form:

742 East Division Street., Milwaukee, Wis., Nov. 3, 19...  
Mr. Henry E. Mason, St. Paul, Minn. Dear Sir: Your problem is "Who should buy? Who will buy? Who can buy?" The mere signing of the enclosed postal card may put you in the way of "prospects" you had not chanced to think of before. We have many mailing lists. How would you like to address personally 600 Railroad Purchasing Agents--to be able to call each by name? Couldn't you sell them? This list, neatly typewritten and arranged alphabetically according to Railroad names, would cost you \$5. Sign the card or write today---now. Very truly yours, Mailing List Company, By A. E. Davis, President. Reference: First National Bank

Can you tell at a glance the date of this letter? Can you tell instantly the address of the man to whom this letter was sent? Can you tell with certainty at first sight just who is sending out this letter? Now, read this letter with all its divisions arranged in proper style.

742 East Division Street,  
Milwaukee, Wis., Nov. 3, 19..

Mr. Henry E. Mason,  
St. Paul, Minn.  
Dear Sir:

Your problem is:

"Who should buy?"

"Who will buy?"

"Who can buy?"

The mere signing of the enclosed postal card may put you in the way of 'prospects' you had not chanced to think of before. We have many mailing lists.

How would you like to address personally 600 Railroad Purchasing Agents—to be able to call each by name? Couldn't you sell them? This list, neatly typewritten and arranged alphabetically according to Railroad names, would cost you \$5.

Sign the card or write today—now.

Very truly yours,

Mailing List Company,  
By A. E. Davis,  
President.

Reference  
First National  
Bank.

When we examine this arrangement, we find that the letter is separated into the following divisions:

1. Heading—Number and Street, City, State, and Date.
2. Address—Name of Recipient, City, and State.
3. Salutation—The Greeting.
4. The Body—Paragraphs.
5. Complimentary Close—Words of Courtesy.
6. Signature—Name of Writer.
7. Title—Office of Writer.
- ✓ 8. Postscript—Additional Material.
9. The remaining point needed to fit this letter for the mail is the Superscription—the Address of the Recipient on the envelope.

Now, see how readily all the points of information outside the body of the letter can be gained with the slightest trouble. Even in the body of the letter, see how the paragraphs bring out the different ideas to special advantage.

528-16th Street,  
Oakland, Cal.,  
April 13, 19...

Mr. B. A. Student,  
1772-21st Ave.,  
Oakland, Cal.

Dear Sir:

Business letters should contain the substance of what one would say were he face to face with the person written to. They should be clear, concise and explicit. Great care should be taken as to arrangement, punctuation, capitalization, spelling and wording.

The writer's address in full and date should be written on the right-hand side of the page, commencing a little at the right of the middle of the sheet, as in this letter. A comma should follow each item, and a period should follow the year.

Leaving a suitable margin on the left-hand side, place the name of the person or persons addressed two or three spaces below the heading; and the address below the name as illustrated above. Follow each item by a comma and place a period at the end.

The formal address or salutation should be either, "Dear Sir:", "Dear Madam:", or "Gentlemen:". It should be two spaces below the address, starting at the margin and should be followed by a colon. Begin the body of the letter two spaces below the salutation, and start directly underneath the colon.

Make a new paragraph for every distinct thing you wish to impress upon the reader. Capitalize only the first word of the complimentary closing. The words of closing should be followed by a comma, and always written on a line by themselves, starting near the middle of the page.

I hope you will find this explanation sufficiently clear and comprehensive.

Yours sincerely,

G. W. Collins.

## Arranging the Parts of a Letter

The following illustrations indicate the various arrangements that may be used:

—(1)—

Madison, Kans., Aug. 1, 19...

Mr. C. W. Robbins,  
Sedalia, Mo.

Dear Sir:

Yours truly,  
H. C. Murphy.

—(2)—

789 Jackson St.,  
Oshkosh, Wis , Sept. 9, 19...

Mrs. W. A. Manson,  
Wausau, Wis.

Dear Madam;

Very truly yours,  
Miss Ella Wilson.

—(3)—

Lock Box 476,  
Jonesburg, Mo., Oct. 4, 19...

Messrs. Cook & Brown,  
St. Louis, Mo.

Gentlemen:

Yours very truly,  
E. W. Swank.

—(4)—

609 Majestic Bldg.,  
Milwaukee, Wis., 1 Nov. 2, 19...

Cluley, Paquin & Co.,  
1513 Steger Bldg.,  
Chicago, Ill.

Dear Sirs:

Yours respectfully,  
Andreas Bothe.

—(5)—

R. F. D. No. 6, Box 59,  
Virgil, Kans., Dec. 5, 19...

Mr. Fred Focht,  
Eureka, Kans.

Dear Friend:

Sincerely yours,  
Ira C. Walker.

—(6)—

Wabeno, Forrest Co., Wis.,  
Sept. 21, 19...

Dr. John Hudson,  
Auditorium Bldg.,  
St. Paul, Minn.

My Dear Doctor:

Fraternally yours,  
James H. Jackson.

—(7)—

Los Angeles, Cal., Mar. 8, 19...

Miss Anna Davis,  
San Diego, Cal.

Dear Miss Davis:

Yours truly,

Jones, Brown &amp; Co.,

Per Jones.

—(8)—

Norristown, Pa., Aug. 19, 19...

Mr. C. C. Konrad, Cashier,  
First National Bank,  
Mason City, Iowa.

My dear Sir:

Cordially yours,

D. L. Baker,

Sec. Phoenix Iron Works.

—(9)—

Boise, Idaho, July 4, 19...

Mayor James Grant,  
Butte, Montana.

Dear Sir:

Respectfully yours,

Louis R. Dixon,

Mgr. Scenic Railway Co.

—(10)—

Marion, Ind., June 30, 19...

Curtis, Welch & Co.,  
487 Euclid Avenue,  
Cleveland, Ohio.

Gentlemen:

—Attention of Mr. Wade—

Very truly yours,

Foster Bros. &amp; Co.,

By. A. J. D.



In illustration No. 1, we have only the location and date for a heading. This should always be written on the first line, beginning in the middle or a little to the right of the middle of the sheet. The address should be written three double spaces below if a plain sheet is used. If a printed letter head is used more space may be necessary in order to center the letter with the name of the recipient about one inch from the edge of the page. This will provide ample margin so the paper can be held and the thumb not cover any of the writing. Start the name of the city about half an inch to the right of and a double space below the name of the recipient.

The salutation should begin at the margin, a double space below the name of the city. The complimentary close is placed a double space below the last line of the letter. It should begin at the same point on the scale as the date line. The signature should be written on the next line, a little to the right of the complimentary close.

Now note very closely the punctuation. It is of the greatest importance. There must be no slackness here. Convenience in gaining from letters all desired information in the shortest possible time, demands uniformity in arrangement and punctuation. Where only a few letters are received, it might not be such a vital matter; but in offices where the mail is heavy and the letters come in by hundreds, the least tendency to depart from a standard style becomes a burden.

In illustration No. 2, the number and street are given. This should be placed on the first line, and the location and date on the second line in the manner indicated. The same style is observed when lock box, building, or rural route is used. In cases of a small town, the county is placed on the first line between the city and state, while the date is placed on the second line.

The proper business salutation for a man is Dear Sir, or My dear Sir. For company or firm names, it is Gentlemen, or Dear Sirs. For a married woman—Dear Madam. For an unmarried woman, it is better to use Dear Miss (whatever

her name is), as not many young women are pleased with Dear Madam. It is also proper to use this style for a man or a married woman; as, Dear Mr. Brown, or Dear Mrs. Smith. When the letter is a friendly letter and the name appears in the salutation as Dear Miss Brown, the address with the name in full should be written in the lower left hand corner of the sheet.

The most generally used complimentary close, or words of courtesy, is "Yours truly." However, the majority of the more up-to-date business houses are using "Yours very truly," or "Very truly yours." "Yours respectfully," or "Respectfully yours," is used to superiors or those in authority. The other styles are used when the relations become more friendly and intimate.

The signature is usually the last thing in a letter, but it is not by any means the least. It is simply unbelievable to a person who has not an opportunity to observe, the vast number of unsigned letters that is constantly going through the mail. It is told a large mail order house has erected a handsome building with unclaimed money from unsigned letters. This certainly speaks volumes for the carelessness of people in writing letters. Not only does the trouble arise from omission, but illegibility is almost as bad. Great pains should be taken with the signature. The title, or office of the writer, should be given. In the signature of a married women, the word (Mrs.) in parenthesis should be placed before the name.

Example No. 10 illustrates the style where it is desired that a certain officer of the firm shall give the letter special attention. Notice, also, that when a firm name is signed by some one else, the initials of the individual should be placed below.

A careful study of the headings and closings of these ten forms will be sufficient to guide the student in the majority of cases. However, additional addresses and abbreviations are given on following page to indicate official and professional styles:

- |   |  |
|---|--|
| 1. To the President,<br>Executive Mansion,<br>Washington, D. C.<br>Sir:                     | 6. To His Excellency, Albert E. Sleeper,<br>Governor of Michigan,<br>Lansing, Mich.<br>Sir:  |
| 2. Col. William J. Bryan,<br>Editor Commoner,<br>Lincoln, Neb.<br>Dear Sir:                 | 7. Prof. A. V. Ludewig,<br>Central Business College,<br>Sedalia, Mo.<br>My dear Sir:         |
| 3. Pres. Silas Evans,<br>Ripon College,<br>Ripon, Wis.<br>Dear Sir:                         | 8. Rev. A. M. Ayers,<br>Pastor Grace Church,<br>Winchester, Ill.<br>Dear Friend and Brother: |
| 4. Miss Etta C. Long, A. M.,<br>Com. Dept. High School,<br>Lexington Ky.<br>Dear Miss Long: | 9. Hon. J. W. Kern,<br>Senate Chamber,<br>Washington, D. C.<br>Sir:                          |
| 5. Hon. Michael Reilly, M. C.,<br>House of Representatives,<br>Washington, D. C.<br>Sir:    | 10. Sister A. Constance,<br>Holy Cross College,<br>Little Rock, Ark.<br>Dear Sister:         |

Titles which may be used to follow names in addresses:

- |                            |                           |
|----------------------------|---------------------------|
| LL. D.—Doctor of Laws.     | C. E.—Civil Engineer.     |
| LL. B.—Bachelor of Laws.   | M. C.—Member of Congress. |
| M. A.—Master of Arts.      | Dist. Atty.—District      |
| M. S.—Master of Science.   | Attorney.                 |
| B. S.—Bachelor of Science. | D. Litt.—Doctor of        |
| B. A.—Bachelor of Arts.    | Literature.               |
| D. D. S.—Doctor of Dental  | D. V. S.—Veterinary       |
| Surgery.                   | Surgeon.                  |
| D. D.—Doctor of Divinity.  | M. D.—Doctor of Medicine. |
|                            | LL. M.—Master of Laws.    |

### Proper addresses for Clergy—Roman Catholic:

A Cardinal Bishop: To His Eminence, Cardinal Gibbons,  
The Cathedral, 408 N. Charles St., Baltimore, Md., Most  
Eminent and Reverend Sir:

An Archbishop: Most Reverend James Edward Quigley,  
Archbishop of Chicago, Chicago, Illinois, Most Reverend Sir:

A Bishop: Right Reverend Edward O'Dee, Seattle, Wash-  
ington, Right Reverend Sir:

A Female Superior or Order: Reverend Mother Gervase,  
1708 Summer St., Philadelphia, Pa., Reverend Madam: or  
Reverend Mother.

A Female Member of a Religious Order: Sister M. Jeanette,  
Dominican Convent, Jersey City, N. J., Reverend Sister, or  
Dear Sister.

Priest: Reverend G. W. Corrigan, M. R., St. Joseph's  
Church, Newark, N. J., Reverend Sir:

The following forms illustrate the proper arrangement of  
the superscription, or address of the recipient on the envelope:

<p style="text-align: center; font-size: small;">RETURN IN 5 DAYS TO</p> <p style="text-align: center;"><b>A. GOOD STUDENT</b></p> <p style="text-align: center;">ANYWHERE,                      U. S. A.</p>	<div style="border: 1px solid black; width: 80px; height: 60px; margin: 0 auto; display: flex; align-items: center; justify-content: center;"> <p style="font-size: x-small; margin: 0;">STAMP</p> </div>
<p>Mr. Wm. S. Morrison,</p> <p>Cincinnati,</p> <p>569 Eighth Street.                      Ohio.</p>	

<p style="text-align: center; font-size: small;">RETURN IN 5 DAYS TO</p> <p style="text-align: center;"><b>A. GOOD STUDENT</b></p> <p style="text-align: center;">ANYWHERE,                      U. S. A.</p>	<div style="border: 1px solid black; width: 80px; height: 60px; margin: 0 auto; display: flex; align-items: center; justify-content: center;"> <p style="font-size: x-small; margin: 0;">STAMP</p> </div>
<p>Mr. Wm. S. Morrison,</p> <p>569 Eighth Street.</p> <p>Cincinnati, Ohio.</p>	

Every business envelope should have the address of the writer in the upper left-hand corner so the letter may be returned in case the recipient cannot be found.

The superscription should always be arranged in three lines.

When a number and street is given, it may be placed in the lower left-hand corner as in No. 1, or it may be placed under the recipient's name as the second line, and the city and state forming the third line as in No. 2.

The divided address as shown in No. 1 is preferable to No. 2, as the mail clerk on the train is interested only in the city and state, while the postman in the city is interested only in the number and street. The separation enables each man to see more readily the part that interests him. However, No. 2 is a little easier for the stenographer to address but as it is more important that your letter should be delivered promptly and correctly, No. 1 should be used. The same style should be used when addressing an envelope to a person who lives on a rural route.

In nineteen hundred and twelve, (the last statistics available) the post office department of our government handled nearly ten billion letters. Think of it—ten thousand million! Of this number more than five million envelopes were improperly and incorrectly addressed. Make an especial effort that no envelope of yours ever gets into this money-losing class.

### Learning to Write

In learning to write, in the broadest sense of the word, the student passes through five stages:

1. The Penmanship Stage.
2. The Spelling Stage.
3. The Grammar Stage.
4. The Rhetoric Stage.
5. The Logic Stage.

Whenever you see a letter composed of illegible scrawls; misspelled words; verbs not agreeing with their subjects;

sentences improperly grouped into paragraphs; and ideas upon unrelated topics, you may know that the writer was not a graduate of one grade before he passed into another. In fact, it is quite evident that he must have skipped the first four grades and landed in the fifth without preparation or development. There can be only one result in reversing the natural order of things, and that is failure.

In the Penmanship stage, the student first becomes conscious of form, movement, and position. He learns that there are certain standard forms which are universally recognized. In business, the forms are plain, unshaded, and free from superfluous strokes. When he attempts to execute these forms, he finds that an erect, comfortable position, and a free, forceful, muscular movement greatly aid in securing ease and speed. Unless an author has ease and speed in penmanship, he will find it difficult to express his ideas in the most effective style. Good penmanship is the result of proper conception of form, movement, and position, with a large amount of systematic practice and keen observation. Failure to develop ease, speed, and legibility in penmanship, is to slip and stumble at the very beginning of the race.

Below is a sample of a style of muscular movement business writing that will add effectiveness to a business letter.—From the Bayley-Greenwood System of Modern Business Writing:

*Penmen are not  
born but self-made  
Quickness is always  
to be commended  
Seven wise men saw  
summer scenes*



Whenever the student becomes conscious of the relation of letters in a word, he enters the Spelling Stage. What an unfortunate handicap it is when he fails to get the proper relation. Nothing renders an article so unfit to be read as absurd combinations of letters in the spelling of words. Happy indeed, is he who graduates from this grade with honors. Poor spelling can be overcome only by the most diligent use of a good spelling book and a constant reference to the dictionary. The student will discover that he misses only certain words. In writing a letter, it would, indeed, be a very poor student who did not get more than ninety per cent of his words spelled correctly. So if the student would eradicate his faults, let him make a list of his errors and keep them for constant study and practice. No one can be fluent in the writing of his thoughts if he finds trouble in the spelling of words.

The Grammar Stage is reached when the student begins to realize that words have proper places and uses in sentences. How ridiculous and ignorant we appear when we fail to use the correct form and combination of words. Grammar has been defined as the science which treats of the use and construction of words in sentences. How important then is its study. Yet from altogether too many we may hear the expression, "*I ain't got no use for grammar*". To such a one authorship is an impossibility. No letter, message, or article will ever come from his pen that will be an inspiration and a blessing.

When the student realizes that sentences may be polished until they shine, that clearness, force and beauty aid in effectiveness, he has reached the Rhetoric Stage.

Here, he begins to build his sentences into paragraphs. He finds that varied style and figures of speech clothe his thoughts with life and power. The student that passes only three stages and fails to enter the fourth, can have only dead expression at his command. In the Rhetoric Stage, he discovers that language can be made striking and forceful.

The individual who is in the Grammar Stage, and who has yet no realization of what Rhetoric means, can only talk and write in a dull and lifeless style. There can be no eloquence, no grandeur of expression until an individual has been filled with the consciousness of Rhetoric.

The Stage of Logic has been reached when the student learns that ideas have a relation one to another. He discovers that some are major and some are minor; that some are foundation stones, while others form the very pinnacle of thought. He begins to realize the power of reason, the force of a climax, the value of points well made. It matters not how beautiful an individual may be; if bereft of reason, he can be only an object of pity and sympathy—never of admiration and respect. It matters not how glowing the phrases, how striking the sentences, they will never command confidence and respect unless the power of logic pervades the discourse. Logic may, indeed, be called the “crowning glory” of language.

### Requirements of a Letter

Every good letter must possess at least the first seven of the following nine requirements:

- |                        |                 |
|------------------------|-----------------|
| 1. Effective English.  | 6. Arrangement. |
| 2. Correct Spelling.   | 7. Folding.     |
| 3. Legible Penmanship. | 8. Display.     |
| 4. Punctuation.        | 9. Letterhead.  |
| 5. Capitalization.     |                 |

Letters are made effective by the use of effective English, Effective English is “business” English. It is the kind that touches the business heart of a customer—his pocket book. If your English does not cause a man to go down into his pocket and dig up his money then it is not “business” English, whatever else may be said about it.

Business English is distinguished from formal, or literary, English by its greater efficiency, measured in terms of dollars and cents. It is English that conveys a message and produces a result that is directly, or indirectly, represented by



the dollar sign. Its excellence does not depend so much upon the degree in which it expresses the writer as upon the degree in which it impresses the reader.

When a man reads for amusement or instruction, he is willing to adjust himself to the writer, and strain his mind to catch the message. He will even consent to use glossary and marginal notes in order to enjoy Shakespeare and Chaucer. But he is not going to strain his mind to catch the message of a man who wants to get his money.

Business Letter Writing is not a study of forms and usages. It is rather a study of human nature, and how to use words so as to make people do things. No longer will the staid, formal style answer as in the years gone by. If you would move people, you must write to them as you would talk. You must get down to the "you-and-me" style if you make people "sit up and take notice."

To do this you must eliminate all verbosity and circumlocution. Talk right to the point. Don't use a single unnecessary word. Select short, Anglo-Saxon words instead of long, classical ones. Use sentences of eight to ten words. Avoid sentences of thirty or forty words. The following is a splendid illustration of short words and effective language.

*"If we could get you to try on a pair of our shoes, we wouldn't have to talk to you any more."*

*"Here's a shoe that your feet want. There is no rubber shoe dis-comfort—there can be no perspiring and chafing of the feet; it is easy to wear because it is light—and it never makes a sore joint."*

*"You get complete protection where you want it—over the sole and the seam between sole and rubber. No useless rubber to carry and to make an air tight case for your feet to perspire in."*

*"Stick to the shoe? Of course, more tightly than any old-style rubber ever made."*

*"Now, look at the fit of it—that means you have a stylish shoe, something no one ever claimed for the old rubber."*

*"They are made for men and women.*

*"Every good shoeman carries them. If you cannot get a pair, write us and we will send you our booklet, 'Good News for Your Feet.' "*

Just notice what a large number of one-syllable words there are in this letter. Now, compare the simple, direct style of this "writing-as-you-talk" letter with the pomposity of the following: *"A stupendous opportunity will be accorded at this unparalleled and colossal exposition to acquire rare and unsurpassable bargains."* You wouldn't talk to anyone like this, would you? Why then strive to use high-sounding words in your letters? Effective English and Success mean the same thing in Letter Writing.

The best composed letter in the world would be rendered valueless by incorrect spelling and illegible penmanship. Almost the same result is accomplished on the typewriter by over-struck letters and erasures. To the ordinary individual, nothing indicates the writer's lack of education so much as a misspelled word. It will positively kill all hope of success in a letter of application. It is just about as fatal in any other kind of letter. Especially is it necessary to see that the names of persons are properly spelled. Many persons are actually offended on seeing their names misspelled. As a business builder you cannot afford to indulge in this business-killing practice.

Proper punctuation and capitalization also call for close attention. It is claimed that more stenographers lose their positions because of their inability to spell and punctuate than from all other causes.

Arrangement demands the placing of each part of the letter in its proper place; giving ample room for a margin both on the left and the right. The left-hand margin should be about one inch wide and the right-hand margin should be at least a half-inch wide. The right-hand margin should be kept as even as possible. An irregular, sawedge makes the letter unattractive.

There are two styles used in folding letters—the bi-fold and the tri-fold. The method used depends upon the envelope. If you have a No. 7½, No. 9, or No. 10 envelope, you should use the bi-fold, which consists in folding from the bottom up and the top down. When folded, the creases should divide the letter into three equal parts. The tri-fold is needed when No. 6 or No. 6¾ is used. In making the tri-fold, the letter is folded from the bottom up to the top. With the letter right side up before you, fold from the bottom so that the lower edge of the letter will be about one-eighth of an inch below the upper edge. The sides should be together. Then fold the right side over toward the left, making the fold less than one-third the distance across the letter. Then fold the left side over toward the right in like manner. Do not turn the letter when folding. Uniformity in folding aids greatly in handling a large number of letters. The letter is now ready to be placed in the envelope. Hold the envelope in the left hand with the stamp end up. The letter should be in the right hand with the open end up and the smooth side of the letter toward the face of the envelope if it has been folded properly. In this position both envelope and letter are ready for insertion.

In typewriting, a letter may be made more effective by a display of certain important features. This may be done by placing the word, or words, in CAPITALS; by the use of the underscore; or by using a bi-chrome ribbon. When several items are given, they can be read to better advantage if they are tabulated; that is, arranged in columns. This is illustrated in the arrangement of the subjects at the beginning of this article. In ordering goods, the items should always be tabulated.

The letterhead is a very important part of a business letter. You can largely determine the character of a business firm by the letterhead. A gaudy, overcrowded, cheaply-printed letterhead indicates a careless, indifferent, unreliable firm; while a neat, attractive, well-printed letterhead indicates a firm with desirable characteristics. A careful

## Illustrative Letterheads

*Standard Oil Company of New York*  
*Thompson & Bedford Department*  
*26 Broadway*  
*New York*

*J. F. Bedford*  
*J. F. Bedford*  
*Gen. Manager*

ADVERTISING DEPARTMENT

**The Literary Digest**

44-50 East Twenty-third St  
 NEW YORK



*Home Office Building*

*American Surety Company*  
*101 Nassau*  
*New York*

**Daniel Trow and Co**  
 Jewelers and Silversmiths  
 Essex and Washington Streets Salem, Mass

JOHN L. TROW, THE PRINCIPAL, 101 NASSAU  
 BOSTON, MASS. 02108  
 NEW YORK, N.Y. 10038

ESTABLISHED 1850



CONTRACTS MADE BY THE PRINCIPAL  
 101 NASSAU, NEW YORK, N.Y.

**The Prudential Insurance Company of America**

INCORPORATED IN NEW JERSEY  
 CAPITAL, \$10,000,000

REGISTERED IN NEW JERSEY, BOSTON, MASS. BY THE NATIONAL INSURANCE EXCHANGE

IN DE

HOME OFFICE, NEWARK, N.J.



DRESSER  
 COATS  
 SUITS  
 WAISTE

728 BOSTON STREET  
 BOSTON

**STEVENS - DURYEA COMPANY**



MANUFACTURERS OF MOTOR CARS

CHICOPEE FALLS, MASS., U.S.A.

PLEASE ADDRESS REPLY "ATTENTION ST"

CHICOPEE FALLS  
 STEVENSON  
 CHICOPEE FALLS  
 ALL STANDARD MOTOR CARS

study and comparison of the various letterheads that come under your notice will prove of great value.

### Qualities of a Good Letter

The desirable qualities for every effective letter are: brevity, clearness, unity, exactness, personality, and courtesy.

The chief consideration in brevity is that you should desire **QUALITY** rather than **QUANTITY**. It means that you should avoid unnecessary words; long, rambling sentences; and unrelated subjects. It consists in talking right to the point.

Of course, it is not desirable to become so short and abrupt in writing your letter that it will seem discourteous. Abruptness is as serious a defect in a letter as long, complex-compound sentences. Proper attention to the opening and closing sentences will redeem even the briefest letter from conveying an impression of curtness.

An effective letter will be sufficiently comprehensive to include all necessary information, and yet so brief as to exclude everything not directly relating to the subject of the letter. Say just enough—no more and no less.

Clearness in writing demands clearness in thinking. You cannot write clearly upon a subject unless you have given it thoughtful consideration. Your designing room in the Department of Imagination must be free from obstruction and filled with the bright sunshine of concepts that are the results of positive knowledge. It is impossible to write concerning things about which you know little or nothing.

Your first duty is to get complete information regarding your subject. Second, sketch out in rough draft the ideas you wish to present. Third, take this undeveloped material through a polishing process. Work out the details. Fill in a sentence here; omit a word there; transpose a clause; change a modifier; and so on until you have a finished product—clear and comprehensive, which will stand out like an architect's drawing or a painter's design.



Ever keep in mind the effect and influence of your words on the reader. Remember, what may seem perfectly clear to you on account of your familiarity with the subject, is not necessarily clear to others. Examine your words carefully to see whether they may be given another meaning than the one you intend. This will often save much trouble and annoyance.

Unity means one thing at a time, and only one subject or proposition to a letter. If you have more than one subject or more than one proposition to present to a firm, it is better to place them in separate letters. Often different men are to consider the different items, and it will greatly aid in the handling of your business if you have for each different man a separate letter with just the material in it that he should consider.

All personal matters should be eliminated from business letters. Many a business letter has been robbed of its effectiveness because a writer attempted to say something amusing. So-called cleverness is another detrimental thing in Business Letter Writing. Once the reader gets the impression that the writer is clever, his mind is thrown from the serious consideration of the subject matter to the peculiarities of the writer's style. When he has finished reading, he has lost the business point and only retains in his mind some little oddity or amusing thought. Nothing makes a business letter so effective as plain, sober, straight-forward words and sentences.

Exactness in writing calls for definiteness in thinking. You can not successfully write about one thing and think about another. Determine precisely what you want to write about and then select words that cannot have a double meaning. The habit of clearly visualizing everything will do much for exactness in writing.

Exactness means attention to details. See that your letter is correctly dated; that the recipient's name is correctly spelled; that the city, state, and street number or rural route are properly written, and that your own name and address is on the letter and envelope. If you enclose

money, check, draft, money order, express order, or stamps, it should be mentioned; the amount should be named; and its purpose specifically indicated. In ordering goods, care should be taken that the correct amount is written and the catalog number given. In fact every letter should be complete in itself, and all its details accurately stated.

What is Personality? Some one has said that personality is an attractive influence which an individual exercises over those about him, and is the result of a high development of the positive forces and faculties of the body, mind, and spirit. If this is true of a person, then it applies with equal force to a letter.

Giving your letter personality, is expressing yourself in your own individual way. It consists in freeing your work from that machine-like sameness which tradition has placed upon Letter Writing. It is giving human interest a chance. Why is humanity so interesting? Because while all are the same there are no two alike. This seeming contradiction is both the joy and confusion of all students of human nature.

Now, if you would give your letters personality you must write them the same as other people—yet “different.” Personality in letters gives a man-to-man attitude, and a chance for originality of thought and expression. A letter with personality stands out from its machine-like companions as a strong man in a crowd. Its personal touch, its honest ring, its sincere tone creates confidence and unties wallet strings where the custom-made letter goes into the waste basket.

Courtesy gives to a letter what fragrance gives to the rose. It is like frosting on the cake. It is a covering—an atmosphere—with a power, though intangible, that is none the less real and effective. You must have courteous feelings before you can give to your letter courteous expressions.

Nothing pays such large dividends in business as courtesy. Few things have sent so many men “on the rocks” as discourtesy. Discourtesy is that grouchy spirit which shows no inclination to be accommodating; or which grudgingly grants a request. No man can climb very high on the ladder

of business success unless he is filled to overflowing with a spirit to serve his fellow men because of a love to serve. This spirit when it finds expression is called courtesy.

Courtesy should not be mistaken for fawning or fulsome flattery. The imitation is just as detrimental as the genuine is helpful. It is the true, the real, the genuine courtesy that makes letters effective—a power to win customers, build business, and develop prestige.

### Composition of Letters

In the construction of a letter, you have three elements for consideration and study: first, words; second, phrases; and third, sentences. The fourth consideration is the arrangement of these words, phrases, and sentences into groups called paragraphs.

Before you are capable of writing an effective letter you must receive a thorough drill in word study. You must not only have an extensive vocabulary yourself, but you must know the limits of an ordinary person's vocabulary. Your letter will avail you little or nothing if you use words that the reader will fail to understand or appreciate.

Shakespeare said there are "eager words—faint words—tired words—weak words—strong words—successful words," and Hawthorne declared that there is an "unaccountable spell that lurks in a syllable." There is a character and a personality in words with which you must acquaint yourself. You must not only look at the words but you must look into them. As people read messages between the lines, so in words there are half-revealed and half-concealed thoughts and suggestions. Unless you know words thoroughly, you are likely to give the wrong suggestion instead of the right one. The successful writer is the one who knows and appreciates these "eager words—strong words;" recognizes their possibilities and limitations; and chooses them with the skill that an artist displays in mixing colors for his canvas.

The majority of letters are not forceful. They fail to grip the attention. Being colorless and insipid, their destination



is the waste basket. To be clear, to be forceful, to be attractive, you must make use of carefully selected words and apt figures of speech. Neglect them, and your letter becomes merely a collection of stale facts, dry statements, and uninteresting arguments. You must cultivate a crisp, invigorating style, for few men will take the time to decipher a proposition that is obscured by ambiguous words and involved phrases.

The *first essential* for an effective style is *clearness*—make your meaning plain. Look to the individual words; use them in the simplest way, distinctive words to give exactness of meaning and familiar words to give strength. Words are the private soldiers under the command of the writer; and for ease in management he wants short words—a long word is awkward, unwieldy, and often out of place. High-sounding words, that are dragged into a letter for effect, may impress a reader but they generally cause him to miss the import of the message. Avoid unfamiliar words. Clothe your thoughts in words no one can mistake—the kind of language that men use in the office or on the street. Do not write so that the reader will have to turn back and go over your letter to see the point. It is too much to expect him to dig out your meaning and then enthuse himself over your proposition.

The men who write effective letters weigh carefully every phrase and sentence, not only pruning away every unessential word, but using words of Anglo-Saxon origin whenever possible rather than words of Latin derivation. Contrast “Indicate your selection” with “Take your choice.” Which would you prefer? The latter, of course, because it is a simpler, stronger statement with a meaning that goes straight to the reader’s mind without any effort. “We are unable to discern” was the way a novice started to answer a letter of complaint, but the chief turned it down. “We cannot see” took its place because it was short, concise, and to the point.

This sentence was found in a letter from a correspondence school: “*Assuming that you are in search of valuable information that may increase your earning capacity by a more*

*complete knowledge of any subject in which you may be interested, we desire to state most emphatically that your wages increase with your intelligence."* What a relief it would have been both to the writer and the reader if it had read: "*You can earn more as you learn more.*" The first is so involved and so uninteresting that you get lost before you are through. The second is short, emphatic, and clearly sets forth the thought.

Proverbs are sentences that have lived because they express truth in short, familiar words; and letters that get results must be built on the same plan. While short words are necessary for force and vigor, it may be very desirable at times to use longer and less familiar words to bring out the finer shades of meaning. A subtle distinction can not be ignored simply because one word is shorter than another.

As a usual thing "*home*" is preferable to "*residence*," but there are times the longer word should be used. "*Street*" and "*thoroughfare*," "*begin*" and "*commence*," "*at once*" and "*immediately*," "*start*" and "*inaugurate*," "*buy*" and "*purchase*," "*give*" and "*donate*," are illustrations of this point; and while the short, Anglo-Saxon word is nearly always preferable, it should not be used when a longer word expresses more accurately the thought which the writer wishes to convey.

The selection of words is not the only thing that the writer must consider. The placing of words to secure emphasis is no less important. The strength of a statement may depend upon the adroitness with which the words are used. "*Durability—that is our talking point. Other machines are cheaper if you only consider the first cost, but they soon prove more expensive when durability is considered.*" Position gives to the word "*durability*" an emphasis that could be obtained in no other way.

In the study of phrases, we find there are a large number of shelf worn, hand-me-down, hacked-about expressions that have long outlived their usefulness. Here are a few of them:

"We beg to state," "We beg to acknowledge," "We take pleasure in acknowledging," "We take the liberty of," "Awaiting your reply," "Hoping to hear from you," and so on and so forth, until one begins to wonder why in letter writing people had to get into a rut and lose all originality.

Omit all "begging," "stating," "hoping," "liberty" remarks. Interest the reader quickly. Use phrases that will put snap and sparkle into your letter. Employ as much originality as possible; avoid the moss-grown usages of tradition; instill an invigorating air of freshness; and your letter will stand out in the reader's mail as an oasis in a desert land.

After a study of phrases, the writer must look to completed sentences; and the man who succeeds in selling goods by mail recognizes first of all the force of concise statements. "You can pay more but you can't buy more." This statement strikes home with the force of a blow. "We couldn't improve the powder, so we improved the box." There is nothing but assertion in this sentence, but it carries conviction. Not a word is out of place. The idea is expressed concisely, forcibly. The simplicity of the sentence is more effective than pages of argument.

Short sentences are plain and forceful, but when used exclusively, they become tiresome and monotonous. A short sentence is frequently more striking when preceding or following a long sentence. There are times when a proposition cannot be brought out clearly by short sentences. The long sentence permits comparisons and climaxes that short sentences cannot give.

Here is an illustration showing the force to be attained by the proper construction of a long sentence: "*Just as the physician may read medicine, just as the lawyer may read law, just so may a man read business—the science of the game which enables some men to succeed where others fail; it is no longer enveloped in mystery and in darkness.*" There is no confusion in the reader's mind as he follows this, and his interest is all the more intensified because of the gradual unfolding of the idea back of the sentence.

After the choice of words, the placing of words, and the construction of sentences, comes the other essential of style—the use of figures of speech, the illustrating of one's thought by apt allusions. Here is the way a sales manager urges his men on the road regarding a contest; "*Come on, boys. This is the last turn around the track. The track was heavy at the start but if none of you break on the home stretch, you are bound to come under the wire with a good record.*" You can see how this figure of speech would set these men on fire with enthusiasm. But suppose he had said, "*Get busy! Keep on the job! Send in more orders!*" Do you think anyone would have felt inspired? No. The chances are they would all be wearing a "grouch" for being crowded so hard.

By framing your ideas in artistic figures of speech, you bring out their colors, their lines, their fullest meaning—and more than that you know they will be read. But in the attempt to add grace and attractiveness by some figurative expression, one must not overlook the importance of facts—cold, plainly stated facts, which are often the shortest and most convincing arguments. No figure of speech can make such a profound impression as this plain, concise statement of fact: "*Last year our business was \$2,435,893 ahead of the year before.*"

Now, as a review, note the various requirements. Words should be short, exact, specific, and preferably Anglo-Saxon. Phrases should be vivid, terse, striking, and natural. Sentences should be clear, concise, comprehensive, forceful, and figurative whenever possible. Paragraphs should be short, uniform, logical, and orderly.

Paragraphs should be short, because in long paragraphs the thought is concealed and the reader becomes confused. Short paragraphs properly display your ideas and give them prominence. Paragraphs should as nearly as possible be uniform in length as this adds to the attractiveness of the letter. Paragraphs should be logical; that is, they should not contain several conflicting or confusing elements. One particular thought, idea, or reason is sufficient for a paragraph.

However, it may sometimes be advisable to put several short statements which concern different topics into one paragraph rather than have a number of very short paragraphs of a line or a part of a line each. Paragraphs should be arranged in the order of the thought of the letter. Certain things belong at the beginning, while others should come near the end; and if they are transposed, the result is fatal to the life and force of the letter. Care and common sense must be exercised in paragraphing, and extremes avoided.

In other words, it is very important that the several topics of a letter should be introduced in a natural order, and that each should be completed before another is taken up. Nothing is more confusing or annoying than to receive a letter in which sentences in nowise related are thrown together at random, just as they came into the mind of the writer, and with no attempt at logical arrangement.

Study the method of paragraphing in the following letter:

Dear Mr. Benson:

You believe in protecting your home from fire, don't you? But how about protecting it from other elements?

The next time it rains, your shingle roof may leak, your ceilings may be water soaked, and some of the choicest and most valued contents of your home damaged beyond repair.

Sooner or later, shingles are bound to warp and curl, pulling out nails and allowing the rain to beat in. Furthermore, they rot quickly when shaded, and even though they may look firm, they allow the water to soak through.

But it isn't necessary for you to run this risk. For at no more than what ordinary shingles cost, you can get absolute protection—in Neponoid. Here at last is a roofing that will withstand, year in and year out, the most severe weather.

Neponoid is made of the very best of raw materials. It is laid in three layers over the entire surface. Over that goes a red coating that oxidizes after a short exposure and makes a surface solid as slate and absolutely unaffected by heat, cold, or dampness.

Just sit down for a moment and figure up how long it has been since your roof was put on. Can you trust longer to its doubtful protective qualities? Neponoid can be laid right over the old roof, as the booklet shows. The cost includes nails and cement—and we pay the freight.

Simply fill in the dimensions of your roof on the enclosed order blank, sign and mail today.

Yours very truly,

In the foregoing letter, it was necessary to have seven paragraphs, 1. Necessity of protection, 2. Inferior roof and



therefore damage, 3. Inferior material, 4. No risk with Neponoid, 5. What it is and how used, 6. The cost, 7. Request for order.

### Psychological Construction

Thinking affects action. If a person thinks right, he will act right. If you can get a man to think the way you want him to think, you can get him to act the way you want him to act. So we must consider the psychological construction of letters; we must know the thought processes of the mind, if we are able to gain that commanding and attractive style which brings the greatest results.

What are the steps taken by the mind in the consideration of a successful letter? They are four—attention, interest, desire, and a resolve to act. A letter that does not attract attention, arouse interest, create desire, and secure action, is wasted effort. Every letter prepared in which the writer does not ask himself, “Will this gain the reader’s favorable attention? Will this stir up his interest? Will this work upon his desire? Will this compel him to act as I want him to act?” is certainly doomed to failure. You cannot violate the laws of the mind and succeed, but you are sure to win if you work in harmony with Nature and understand her ways.

How are you to attract favorable attention? By beginning your letter with some statement that touches the life and welfare of the reader, and expressing it in words that have not long since been worn out. Do you know that words and phrases get so badly overworked that they are positively insipid? How would you like potatoes prepared for dinner, warmed over for supper, and served cold next morning for breakfast? The opening of many letters is as stale as the cold potatoes for breakfast.

You attract attention by saying things out of the beaten track; something fresh; something appealing from the reader’s point of view. To learn the value of saying “*you*” is a great attainment. The “*you*” element is the most attractive thing ever put into a letter. But the sure death of all interest,

even before it has begun, is "*we*," "*we*," "*we*," "*us*," "*our*," "*me*," "*my*," and "*I*." These are the words you must shove in the background, and keep them there. The business man who opens your letter is naturally more interested in himself and his affairs than in yours; and if you are to get his attention on a busy morning when work is piled high on his desk, you must do so by addressing him with some remark that concerns his welfare.

One well known expert on Letter Writing says, "*It is worth \$5,000 to any man to know how to use the word 'you.'*" What he means is this: You must make the other fellow think he is to be benefited by the purchase—that delay is harming him—costing him money. You must keep yourself and your interests in the background. How stupid to say, "*We are very desirous of receiving an order from you.*" Of course you are. He knows that. Then why tell him about it—your gain and your profit.

Instead of saying, "*We make*," "*We sell*," "*We want*," etc., how much more forceful it is to say "*Have you ever thought*," "*You are, undoubtedly, aware*," "*Your success proves*," "*You know the value of*," "*You have by this time*," etc., and by keeping at it in this way, you will soon get your prospect to think, "*This proposition is for me*". When this thought goes through his mind, you have his attention, and the kind of attention, too, that can be aroused into interest.

The next question is, "*How are you to stir interest?*" Human interest is aroused by playing upon human instincts and feelings. An eye-wash manufacturer says, "*Ten thousand people went blind last year in New York state alone. Are your eyes in danger?*" and the appeal has struck that most ancient of emotions—fear.

Suppose you are writing to a woman on the subject of boys' clothing. You display for your opening:

"*Dear Mrs. Palmer:*

*About that Boy of yours,—"*

and you strike that strongest of human instincts—parental love. You immediately have her attention; for that boy is

the most interesting thing in the world—to his mother. Now, see how you can turn this attention into interest. Notice how you can enlist her sympathy, gain her confidence, and bring her to look at your proposition from the right point of view.

*“He is arriving at the age when his spirit of manliness is beginning to assert itself. You find him imitating his father’s manners—he is using your embroidery scissors to shave with—he is no longer ambitious to be a policeman, but has his eye on the Presidency.”*

*“Among the serious problems with him today is this:—he is beginning to want manly, square-cut, grown up clothes. He is no longer satisfied with ordinary boys’ clothes. He wants something ‘like father’s’.”*

This is human interest—and human interest, held and intensified by clear and clean-cut explanations and vivid descriptions, will ripen into desire.

Desire reaches its full size when fed on proof, argument, cold, hard logic, and facts. Show your prospect the gain to be made—the comfort to be reached—the satisfaction to be experienced—by accepting your proposition. Notice how this real estate man introduces his easy-payment plan for buying a home.

*“You pay rent, do you not? Suppose you applied that same check towards a home of your own. You would not be paying out any more money, and at the end of a few years, instead of being the owner of a pile of musty receipts, you would be the owner of a fine house and lot.”*

*“Here are the figures: prove it to yourself.”*

You can just see gain, comfort, and satisfaction sticking out all over in this attempt to create desire. When facts and figures, proofs and arguments begin to get in their work, then comes the next application—persuasion.

By persuasion we do not mean simply begging or coaxing; but refer to that true appeal to the longings of the heart. See how effectively that chord is touched by a writer for a correspondence school.



*"Think of those times when you have yearned for a future—when you have grown impatient with the barriers that seemed to hold you down—when you heard of the career of some acquaintance whom you know to be inwardly no more capable than you! It is a matter of developed opportunity.*

*"Our instruction perfects you in a profession that is golden with opportunity. It fits you for success anywhere. Would you like to make your residence in busy, cosmopolitan New York? Would you like to live in some quaint old southern town like New Orleans? Would you like to live in the quiet old national capital—Washington?"*

*"The profession we will train you to, will enable you to choose your own location—there is unlimited demand for it everywhere. Will you not let me show you how you may reach out and grasp this opportunity?"*

In your attempts at persuasion, you must not become familiar, nor presume upon intimacy. Your appeal must be honest, sincere, and courteous, and be filled with heart-throbs.

With desire fanned into a flame, comes the inducement for action. Many business men prepare letters that are strong on attracting attention, vigorous in working up interest and desire, and yet that fail to bring returns. An investigation of such letters will invariably show that they are weak when it comes to the inducement for action.

An office manager once prepared a letter from which he expected great things—yet the silence was unbroken—not a single reply was received. An assistant, who was sent to investigate, tells this story:

"Naturally the office decided that the trade was in bad shape, and I was sent to find out why. The first customer I met was a stolid old German. 'Why didn't you answer that letter we sent you last week?' I asked. 'Why should I?' he replied.

"And when I got back to the office and re-read that letter, I saw the point. There was no reason why anybody should have answered—there was no inducement."

Never finish a letter without asking yourself, "Is there any reason why that man should answer my letter?" If you can truthfully say, "Yes, sir, there is a very strong reason why he should answer," then you can expect results. If you feel rather doubtful about it, work awhile longer on that letter before you send it out. And right here you have the reason for so many poor, unproductive letters—men are in such a rush that they do not stop to investigate. Failing to get results, they either berate their customers, or say, "There is nothing to Letter Writing, anyway." These men run three-fourths of the race, and then sit down and complain because they do not win a prize.

The question may arise, "Why doesn't the customer order when his attention has been gained by your attractive opening—when his interest has been aroused by your appeal to his instincts and feelings—when his desire has been developed by your arguments, proofs, facts, logic, description, and persuasion—why?—yes, why doesn't he order?"

Just think a moment. How many times have you desired to buy something, yet failed to do so even though you could afford it? Why didn't you buy? You wanted to. You said to yourself, "Not today—not just yet—some other time though, I will." Ah, there you have it—procrastination—that's the word—putting things off—the old, old trouble with the people of this world. That word "procrastination" is surely a bad one. It is not only the "thief of time," but the thief of countless orders that should be yours.

The big question is, "How can you make your inducement strong enough to overcome this thief of time—this thief of orders?"

It is done by the proper use of one little word—*gain*. While there are many twists you can give this little word, the following will be sufficient to illustrate:

1. Gain of money.
2. Gain of special consideration.
3. Gain of prompt and efficient service.
4. Gain of personal improvement.

5. Gain of protection.
6. Gain of pride.
7. Gain of satisfaction.

Not only are men attracted by gain, but they are afraid to lose. The fear of loss will often move a man to action quicker than the desire to gain. Make a man feel that he is about to lose his life—yell that something is going to fall on him, and you will get action in the least possible space of time. While you never can find any thing that strong to put in your letter, you can find many strong and compelling appeals that will get immediate action.

Human nature is peculiar. If we wait because we want to, we never seem to mind it in the least. But if we wait because we are forced to—then, indeed, we stew and fret in great style. This fact was taken advantage of by a book publisher in the following :

*"We have remaining just 652 sets of these books. Orders are coming in at the rate of about 75 a day. Unless you order at once there will be no chance to secure this valuable reference library at this greatly reduced price. The new edition to be placed on the market in the next two or three months will be much more costly. Delay, you know, is expensive; for in less than ten days, we will be entirely closed out. Think how annoying it will be to have to wait several months and then pay a higher price."*

The appeal of money—the appeal of special consideration—the appeal of prompt and efficient service—form an effective closing for letters in all lines of business. Gain of personal improvement applies to educational letters; gain of protection to insurance letters; gain of pride to any line that has to do with style, or the prevailing mode; and the gain of satisfaction to any article of merit and quality.

Always make the inducement seem easy to take hold of. Leave no doubt in the reader's mind as to the correct thing to do. Uncertainty, you know, is the mother of inaction.

After a nail has been driven home, the wise builder will reach over on the other side and clinch it. The wise builder

of letters will never leave an inducement until he has finished clinching it. The publisher from whose letter the foregoing inducement was taken, used the following "clincher:"

*"Sign the enclosed card and mail it today. Don't take the trouble of looking for a pen—use your pencil. Remember—you take no risks whatever. If you are not entirely satisfied with this set, return it in five days—at our expense—and we will cancel the account."*

While it has taken quite a lengthy article to properly discuss these psychological features, it does not take a very lengthy letter in order to use them properly. The following is a short, but highly successful letter which you will do well to study closely:

ATTENTION	Dear Sir:
INTEREST	You wouldn't think of folding your calling cards before handing them out, would you?
EXPLANATION ARGUMENT PROOF FOR CREATING DESIRE	Then why enclose your valuable papers in an old style No. 10 envelope where you have to crease and fold them all out of shape? Our new style No. 10½ Glazed Kraft Envelope overcomes this difficulty and carries your documents with neatness and safety.
INDUCEMENT PERSUASION	Now, examine the enclosed sample. Note its capacity—equal to a No. 11, yet no longer than a No. 10. Look at that deep flap with its wide gumming. Doesn't that indicate security? See how light, yet how strong it is—this feature alone will save you \$20.00 in postage on every 1000 you mail over the heavier weight envelopes of equal strength.
CLINCHER	Our price is just as attractive—\$4.95 per thousand, and the quicker you send in your order the more you will save—for this envelope pays for itself in saving postage more than four times its cost.
	If you will send in your order within the next ten days for 10,000, we will print your corner card on them free.

### Preparing and Marking Manuscripts

The following rules are given to guide the student in preparing his letters. Instead of correcting the error, the teacher may, if he thinks best, merely write in red ink the number of the rule that governs the case. This will make it nec-

essary for the student to refer constantly to these rules; so if he is wise, he will set about memorizing them immediately.

### Rules for the Period

1. A period should be placed at the end of every declarative and imperative sentence.

2. A period should be placed after initials and abbreviated words.

3. A period should be placed after the figure in a numbered series.

4. A period should be used to separate decimal fractions from whole numbers, and dollars from cents.

5. In the heading of a letter, a period should be placed after the state if abbreviated, and after the year.

6. In the address, only a period should be placed after the state.

### Rules for the Comma

7. Words or phrases used in a series in the same construction should be separated by commas.

8. Intermediate, explanatory, or parenthetical expressions should usually be separated from the rest of the sentence by commas.

9. Transposed phrases or clauses should usually be separated from the rest of the sentence by commas.

10. A comma should be placed after the street, building, post office box, rural route, city, county, state, and the day of the month in the heading of a letter.

11. A comma should be placed after the name of the recipient, the street, building, and the city in the address of a letter.

12. A comma should always be placed after the complimentary close.

13. A comma should be placed after the firm's name when followed by the signature of some member of the firm.

14. Introductory expressions are usually set off from the rest of the sentence by a comma.

15. A comma is used after an informal introduction to a short quotation.



16. Words in apposition, with their accompanying modifiers, should be separated from the rest of the sentence by commas.

17. Members of a compound sentence when similar in thought should be separated by commas.

18. Words repeated for emphasis should be set off by commas.

19. Non-restrictive relative clauses should be separated from the rest of the sentence by commas.

20. Clauses introduced by the conjunctive adverbs "when," "where," "while," "as," etc., when non-restrictive and used to present an additional thought should be set off by commas.

21. When in a compound sentence a verb is expressed in the first member and understood in the others, the omission should be indicated by commas.

### Rules for the Colon

22. A colon should always be placed after the salutation.

23. A colon should be placed before a formal enumeration of particulars of a direct quotation when introduced by "this," "these," "as follows," "the following," or similar expressions.

24. A colon should be used between hours and minutes when expressed in figures.

### Rules for the Semicolon

25. When the members of a compound sentence are slightly connected, or are themselves subdivided by commas, they should usually be separated by the semicolon.

26. A semicolon should be placed between the members of a compound sentence when no conjunction is used.

### Rules for the Hyphen

27. The hyphen should be used at the end of a line to indicate that a word has been divided.

28. The hyphen should be used between the parts of compound words.

29. The hyphen should be used between the parts of compound modifiers.

30. Two hyphens should be used in typewriting to indicate a dash.

### **Rules for the Apostrophe**

31. The apostrophe should be used to denote the omission of letters.

32. The apostrophe should be used to form the possessive case.

33. The apostrophe should be used to form the plural of letters, figures, and signs.

### **Rules for Quotation Marks**

34. Every direct quotation should be enclosed in quotation marks.

35. A quotation within a quotation should be enclosed in single quotation marks. On the typewriter, the apostrophe is used as the single quotation mark.

36. When a quotation consists of several consecutive paragraphs, quotation marks are placed before each; but the closing marks are used after the last paragraph only.

37. Specially used words and expressions should be enclosed in quotation marks.

### **Rules for Interrogation and Exclamation Points**

38. An interrogation point should be placed after every direct question.

39. In letters, the exclamation point is used to express emotion or emphasis.

### **Rules for the Dash**

40. A dash should be used to indicate a pause for rhetorical effect.

41. A dash should be used to denote the summing up of particulars.

42. A dash should be used to mark a sudden or abrupt change in the thought or construction of the sentence.

43. A dash should be used to set off parenthetical expressions when the connection is not close enough to justify the use of commas.

### Rules for the Parenthesis

44. The parenthesis should be used to enclose an incidental remark independent of the grammatical construction of the sentence.

45. The parenthesis should be used to enclose a number in figures when it is also written in words.

### Rules for the Capitals

46. The first word in every sentence should begin with a capital letter.

47. The first word in a series of numbered phrases or clauses should begin with a capital letter.

48. The words I and O should always be written with the capital letter.

49. The first word of every direct quotation or direct question should begin with a capital letter.

50. Every proper noun should begin with a capital letter.

51. Adjectives derived from proper nouns should begin with capital letters.

52. Specially used words may be capitalized to secure emphasis.

53. In the title of books and in the headings of essays, etc., every noun, pronoun, adjective, verb, and adverb should begin with a capital letter.

54. When applied to a particular person, or used as a part of a name, titles of office and honor should begin with a capital letter.

55. The first word after an introductory word or clause should begin with a capital letter.

56. The days of the week and the months of the year should be capitalized.

57. The words North, East, South, and West, and their compounds, Southwest, etc., when used to denote a certain



part of the country should begin with a capital letter. But when used to indicate direction, they should begin with a small letter.

58. All names of Deity should begin with capital letters.

### Rules for Arrangement

59. The heading of a letter consists of the address of the writer and the date. It should be placed in the upper right so as to extend about to the right margin. It may occupy one, two or three lines. The date should be written last.

60. Do not use st., th, d, after the day of the month. Write the year in full; 1920 is better than '20 or -20. Write Oct. 15, 1920.

61. The salutation should be placed below the address, and should be in line for margin with the rest of the letter.

62. In pen written letters the margin on the left should be about one-half inch and the right margin a little less.

63. In typewritten letters the margin on the right should be about the same as on the left—about one inch.

64. Keep the right margin as even as possible. (If the letter is short increase the margin and place the letter in the center of the page to give a well balanced effect).

65. The paragraphs should be indented from the margin about half an inch when the letter is penwritten, and five spaces when typewritten. Some prefer ten spaces, but those following this course are asked to use only five. (The letter presents a much better appearance if there is double or triple spacing between paragraphs; see accompanying forms.)

66. The complimentary close should begin at the same place on the scale as the date line—a double space below the last line of the letter.

67. The postscript should be placed in the lower left-hand corner.

68. Words at the end of the line should be divided only between syllables. When in doubt, consult the dictionary.

## Rules for the Use of Words

69. A verb should agree in person and number with its subject.

70. Two or more singular subjects joined by "or" or "nor" require a singular verb.

71. A verb agrees with its subject, not with its complement. (This rule is sometimes violated when the order of the sentence is transposed.)

72. "Each, every, either, neither, some one, somebody, any one, anybody, every one, everybody, no one, nobody, one, a person," require singular verbs and pronouns.

73. As the object of a verb or of a preposition, use "whom."

74. As the subject of a verb, use "who."

75. An adverb is used to modify a verb.

76. An adjective is used after an impure copulative verb.

77. When you wish to indicate future events, use "shall" in the first person, and "will" in the second and third.

78. When you wish to indicate a promise or determination, use "will" in the first person, and "shall" in the second and third.

79. "Should" is used the same as "shall"; "would," the same as "will."

80. Adjectives form the comparative degree by adding "r" or "er" to the positive form, or by prefixing "more" or "less."

81. Adjectives form the superlative degree by adding "st" or "est" to the positive form, or by prefixing "most" or "least."

82. Avoid the double comparison of adjectives.

83. The possessive form of the pronoun should be used when the pronoun is used as a modifier in a phrase.

84. Do not place an adverb between an infinitive and its sign. (This is called a split infinitive.)

85. Do not join a relative clause to its principal clause by "and" or "but."

86. Do not begin a sentence and leave it unfinished.

87. Do not use high-flown language for plain things.

88. Avoid tautology; i.e., the useless repetition of an idea, entire or in part.

89. Avoid a double negative; i. e., the use, in a sentence, of two or more negative words not co-ordinate.

90. Avoid burdening a statement with too many words.

91. Guard the spelling of your words. Consult the dictionary when in doubt.

92. Do not use too many long sentences. Have many more short ones than long ones.

93. Do not make your paragraphs too long. Keep them uniform.

94. Always use your best penmanship. Poor penmanship cannot be accepted. If you are using a typewriter, let every copy submitted to the teacher be your very best.

### Some Don'ts

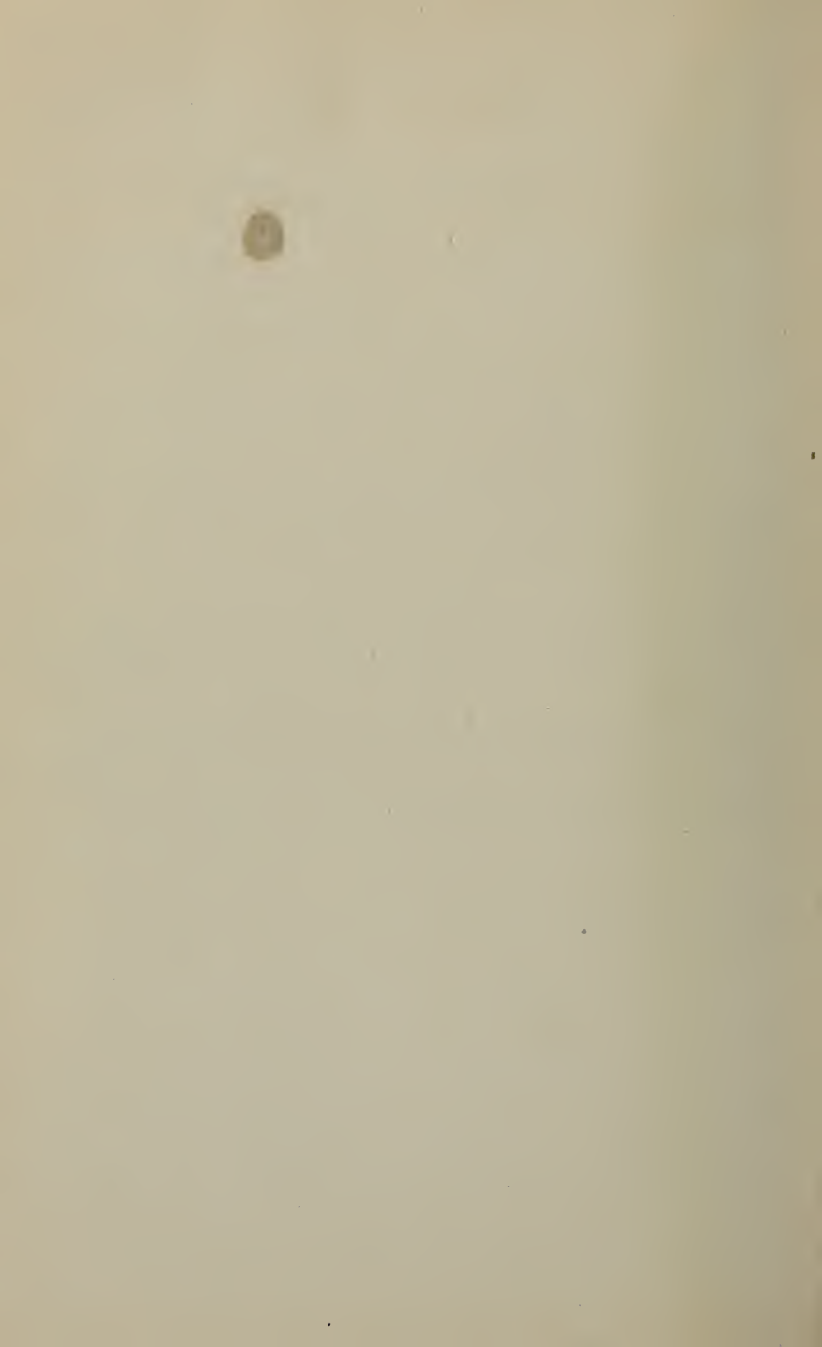
95. Don't hand in work with blots or finger prints.

96. Don't erase or scratch out a word and then write in the correction.

97. Don't write with a worn-out pen that scratches.

98. Don't be afraid to write your letters over to correct your errors.

99. Don't fail handing in your work on time.



# Part II.

## Letter Writing for the Business Builder

### Exercises and Letters

#### Introduction

The first part of this course is devoted to instruction and advice for the student, and should be studied very thoroughly before he takes up the actual drill in writing letters. As a preparation for this work, five exercises are given in arranging the parts of a letter; also, a list of questions accompany each exercise to serve as a review for the instructions in Part 1.

These exercises should be written on standard letter paper, 8½x11; folded according to instructions for the tri-fold as given on page 14; and inserted in a No. 6¾ envelope.

Address the envelope to your teacher, and place your name and exercise number in the upper left-hand corner. Don't seal the envelope—just tuck in the flap.

Study closely the illustrations on pages 8, 9, 10, 11, and 14. Watch your margins, indentations, and punctuation. Nothing but your best penmanship will be accepted. Write on only one side of the paper.

#### Exercise One

Arrange, punctuate, and capitalize the following headings:

1. mason city ia june 7 19....
2. 132 grove st logan utah sept 1 19....
3. topeco floyd co va jan 8 19....
4. masonic temple hartford conn mar 5 19....
5. 1984 w lincoln st new bedford mass may 9 19....

6. r f d no 3 newberry center vt feb 16 19....
7. 174 e 3 st osage city kans apr 1 19....
8. auditorium bldg chicago ill oct 14 19....
9. lock box 573 port huron mich dec 25 19....
10. 1276 pennsylvania ave washington d c july 4 19....

### Review Questions

Be prepared to answer the following questions in class:

1. What is the big puzzle that most business men would like to have solved? Do you believe it can be done?
2. What are some of the things a letter can be made to do?
3. When is a letter better than a salesman? Why?
4. What are the necessary materials needed for Letter Writing?
5. Discuss grade and sizes of stationery.
6. What purpose is served by the envelope, and what is the advantage in having several sizes?
7. What are the nine divisions of a letter? Explain the use and arrangement of each.
8. What are the advantages in the different ways of addressing envelopes?
9. What are the stages in learning to write?
10. Describe each stage.

### Exercise Two

Arrange, punctuate, and capitalize the following headings and addresses, using a suitable salutation for each:

1. junction city kans nov 19 19.... mr j w wilson 148 chronicle bldg san francisco calif
2. 95 rockwell terrace norwich conn aug 8 19,... gregg pub co 32 s wabash chicago ill
3. 69 lock box johnstown pa mar 6 19.... dr b a swiftmaple wood n j
4. hotel termont 473 arlington place marine harbor n y june 30 19.... rev geo a bowman paw paw junct mo
5. r f d no 2 spring valley wis july 16 19.... long & bannerman 74 s 15 st youngstown o

## Review Questions

Don't fail to give these questions close attention. It is repetition that counts—over and over again, is the sure way to win.

1. What are the requirements of a letter?
2. What is business English?
3. Wherein is it different from carpenter's English, or farmer's English, or literary English?
4. Why do so many stenographers fail?
5. What are the various methods of folding letters? Explain how each is done?
6. What are the means for displaying letters?
7. What advantage is gained by display?
8. What is indicated by the letterhead?
9. Name the qualities of a good letter.
10. Explain fully what you mean by each quality.

## Exercise Three

Arrange, punctuate, and capitalize the following headings and addresses, using a different style of salutation and complimentary close for each one:

1. hill city s dak oct 10 19... mrs l c robertson 1672 olive st st louis mo
2. americus lyon co kans jan 1 19... messrs baker & taylor 33 e 17 st new york city
3. 394 w jackson st highland park ill u s a apr 1 19... miss frances e stacy saskatoon saskatchewan can
4. 678 n clark st san antonio tex feb 28 19... gov j m aguilar monterey mex
5. r f d no 1 moore hill ind sept 12 19... col wm j bryan editor commoner lincoln neb

## Review Questions

1. What are the advantages of properly arranging a letter over placing it in solid form?
2. Where should you begin the heading?
3. Why should you leave a margin of about one inch?



4. Why should you use a salutation and a complimentary close?

5. How should you arrange a letter when you want a certain man to see it without any loss of time?

6. What salutation should you use when addressing an unmarried lady?

7. How should a firm's name be signed?

8. What complimentary close should you use when writing to superior officers?

9. What is usually the last thing in a letter?

10. Give an illustration of what carelessness has done in this line.

### Exercise Four

Cut slips of typewriting paper, 3 3-8x6, or use business envelopes, and address them to:

1. A business firm in your city.
2. A lawyer in your city.
3. A doctor in your city.
4. A minister in your city.
5. The mayor of your city.
6. The governor of your state.
7. A senator from your state.
8. A judge in your district.
9. The president of the state university.
10. The principal in the city high school.
11. Jones & Smith, City Bank Building, Seattle, Wash.
12. President, University of Michigan, Ann Arbor, Mich.
13. Remington Typewriter Co., 327 Broadway, New York City.
14. Mr. George W. Wilson, Sherman Hotel, Chicago, Ill.
15. Mr. H. J. Venable, c-o Springfield Business College, Springfield, Mo.
16. Mr. J. W. Wilkins, 1772-21st Ave., Oakland, Calif.
17. Mr. F. H. Bodman, Vice-president of the Ellis Publishing Co., Battle Creek, Mich.
18. The Corona Typewriter Agency, 705 Post Building, Battle Creek, Mich.



### Review Questions.

1. About how many envelopes are incorrectly addressed each year?
2. How many letters does Uncle Sam handle in a year?
3. How long would it take one man to count these letters if he counted fifty a minute and worked ten hours a day, and three hundred days a year?
4. What does this course aim to do for the student?
5. What kind of language does it seek to teach him?
6. What is the object in writing letters?
7. How is this object gained?
8. In what way is a letter most valuable to a young person?
9. What machinery do you need to carry on an extensive business with Letter Writing.?
10. What should you do with your answers to important letters?

### Exercise Five

Copy the following letters, using the proper punctuation, capitalization, and arrangement:

.....mr m v preston jonesboro fla dear sir our mr paine states that you use rubber rings of various sizes and in two styles and buy ordinarily in lots of 500 to 2000 of each size and style at a time now we would like to make you a close price to furnish you with this class of goods in order to make a close estimate of cost will you be good enough to send us samples one of each size and style 18 in all and we will return them to you as soon as we can make estimate of cost and submit prices the writer understands that your mr eastman visits the city quite regularly almost every week it would afford us pleasure to have him call upon us and accept the hospitality of this store whenever he will make it convenient to come and see us the writer would be glad to make his acquaintance yours very truly

chicago ill oct 1 19... mr j h rogers warrensburg mo dear sir looking over our records a few days ago i noticed that you havent been so good a customer of ours in the past twelve months as you used to be and the more i looked at that record the more i wondered what we had done that caused you to practically stop trading with us finally i decided to drop you a line and ask whether you are willing to tell me personally and frankly just what the trouble has been and whether there is anything we havent done that we should have done and whether there is anything we can do to get you back on our list of regular customers if we can we surely want to do it of course accidents will happen and if one has happened in this case i hope you will tell me about it i think i can fix it up the very day i get your letter wont you write me personally on the back of this letter and tell me just how you feel about trading with us please use the enclosed stamped envelope as i want your reply to come to my desk unopened very truly yours j rosenwald & co per w c blank county manager p s why not send an order with your reply ill see that it is filled in a hurry and just right the best catalog we have ever issued is just coming off the press and i am sending you copy of it today if it fails to arrive tell me i hope you will look on pages 26 and 49 to see something good

### Exercise Five-A

dear mr burke you wouldnt think of throwing away your fountain pen simply because the ink is exhausted then why throw away your duplicating machine ribbons we can re-ink them as well as you can fill your fountain pen if you will examine one of your apparently worthless ribbons you will find that the fabric is scarcely worn at all we take these treat them with our special process refill them with ink and return them to you practically new and for only one half the cost of new ribbons read the enclosed folder it explains our proposition fully but a trial will convince you and the sooner you send them the more youll save why not pack them up put on the enclosed shipping label and send them along right now yours very truly

west coast business college delphos california feby 7 19...  
hon s e marlow 326 saunders st manderel texas dear sir your  
inquiries in letter of jan 10 as to the standard required for  
graduation of pupils by this college and the probability of  
the graduates securing a lucrative position are both timely  
and pertinent it has been almost impossible to impress your  
son with the necessity of close application to fit him for a  
position it is difficult to deal with a young man or woman  
who looks at things from a child's view point in order to be  
graduated by this college in stenography it is required of  
a pupil that he can satisfy the faculty of the following facts  
that he can write a letter in correct english spell all words  
correctly punctuate properly type 45 words a minute and  
write 100 words a minute of new matter in shorthand for  
commercial work pupils are expected to have the same knowl-  
edge of english as in the stenographic course he must be able  
to make all necessary business calculations in fractions deci-  
mals percentage interest etc he must have a thorough knowl-  
edge of debit and credit as applied to all forms of accounting  
such as wholesaling retailing manufacturing banking etc  
in all kinds of office work he must be thorough accurate and  
reasonably rapid we have had but little trouble in placing all  
our graduates in lucrative positions we should have none  
whatever if there were not so many places filled by incompe-  
tent persons who have never covered any complete course  
in any good college we hope this will give you desired in-  
formation and secure your assistance in convincing your  
son that this is not a place of amusement but a workshop  
where he may receive a training for a successful business  
career very sincerely yours a m masters

### Exercise Five-B

.....ellis publishing company battle creek mich at-  
tention of office manager gentlemen may i ask for a bit of  
advice upon an office device as our letterhead indicates we  
are sales agents for office specialties the manufacturer of a  
certain envelope sealer wishes us to undertake its sale he tells

us that his machine has been in use in some offices for eight years that it is the one machine that will really stand up under a severe test this sealer will take all envelopes regardless of size furthermore he states that it has an allmetal moistener no wicks or sponges and no belts to wear out frankly the machine looks very good to us but before going into the matter definitely we would appreciate having some keen-minded executives make a test of this valuable time-saver if you will just indicate your consent upon the enclosed return card i will gladly send you a machine for you to test out for ten days no obligation whatsoever other than to give me your frank opinion as to its working merits if you wish the machine after it has proved its worth in your service test it is yours for \$38 if the device pleases you it will encourage me to push its sale so i shall appreciate your criticism very highly may I send the machine for test with good wishes appreciatively yours

### Review Questions

1. What is your material for composing letters?
2. What do you call groups of this material?
3. What kind of words should you use?
4. Why are so many letters not forceful?
5. Why do proverbs live?
6. What kind of sentences should you use?
7. Of what value are figures of speech?
8. What is the trouble with the phrases in most letters?
9. What are the requirements of words, phrases, sentences, and paragraphs?
10. Explain the construction of paragraphs?
11. What induces action?
12. How can you get a man to act right?
13. What various stages of thought are necessary before you can secure action?
14. How do you gain attention?
15. How do you arouse interest?
16. How do you create desire?

17. What is it that really produces action?
18. How can you provide a clincher?
19. What is personality?
20. Why should you never neglect to use Mr., Mrs., Miss, Dr., Hon., Col., etc., according to the person addressed?

### Kinds of Letters

There are many kinds of letters. For this course, the exercises will be confined to the following list:

- |                    |                          |
|--------------------|--------------------------|
| 1. Friendship      | 16. Official             |
| 2. Social          | 17. Public               |
| 3. Introduction    | 18. Promotion            |
| 4. Congratulation  | 19. Asking Favors        |
| 5. Condolence      | 20. Recommendation       |
| 6. Postal Cards    | 21. Application          |
| 7. Telegrams       | 22. Circular             |
| 8. Cablegrams      | 23. Follow-Up            |
| 9. Inquiry         | 24. Ordering Goods       |
| 10. Notification   | 25. Making Complaints    |
| 11. Remittance     | 26. Selling Goods        |
| 12. Acknowledgment | 27. Collecting Money     |
| 13. Announcement   | 28. Adjusting Complaints |
| 14. Enclosure      | 29. Advertising          |
| 15. Legal          | 30. Educational          |

### Letters of Friendship

The friendship letter is selected for the first exercise as the student is probably more familiar with this style than with any other. In writing friendship letters, the "you-and-me" style finds ready application. The stilted, formal style should be avoided in all letters, but especially so in friendship letters. The using of unnecessary expressions and the stating of self-evident facts should be guarded against. In the long ago, it was very common to find friendship letters beginning as follows: "I seat myself and take my pen in hand to write you a few lines to let you know that I am well and hope you are the same." However, such expressions are not often met with now, but others just as absurd are readily found.

While friendship letters are a source of great pleasure, and add much to the joy of life, at times they cause a great deal of trouble. Failure to make one's meaning plain, blunders in the use of words, writing unwise things in confidence, are very productive of evil results. A young man once wrote in closing his letter to a lady friend, "*I hope it will be a very long time before I hear from you again.*" Needless to say it was a "long time" before he "heard," and much anguish of mind was experienced before it was discovered that he had neglected to place the little word "not" after the word "will."

Much trouble and embarrassment is caused by the writing of things in confidence that should never have been said. The student will learn a valuable lesson if he can be made to realize that there is no such thing as a "private letter." Every letter is a "public letter," and should be written after a style that were it published in the newspapers it would cause the writer no concern. Letters may lie hidden for years and then spring up to condemn the writer.

No less distinguished person than the President of the United States once became a victim of such a circumstance. While in private life he wrote a friend (?) regarding a certain prominent character, and expressed a wish that some dignified way might be found by which the prominent character could be "knocked into a cocked hat." Later when the writer became a candidate for president, and a great friend of the aforesaid prominent character, imagine his embarrassment when this letter was published in all the newspapers. Fortunately, in this case, the prominent character proved a true friend, considered the matter a joke, and nothing more than embarrassment was the result.

### Exercise Six

You may write for this exercise a friendship letter. Select some one with whom you are well acquainted, who lives in another city. Tell him you are taking a course in this school. Give all the items that you think would interest him. Especially



mention the class in Letter Writing. Use your free, easy, entertaining style. Strive to avoid errors of every kind. Use your best penmanship. Don't forget to watch spelling and punctuation. Remember the margin and the paragraphs. Eternal vigilance is the price of excellence in Letter Writing, and the place to begin it is at the beginning.

After you have written your letter, fold it according to the instructions for the tri-fold. Place it in a No. 6 $\frac{3}{4}$  envelope, properly addressed to your friend. Write your Name and Exercise 6 in the upper left-hand corner as indicated in the following illustration:

YOUR NAME	STAMP
Exercise Six	
Mr. John A. Wilson.	
Green Bay,	
Wisconsin	

Do not seal the envelope. Merely tuck in the flap. If your letter is free from error, it will receive a "double check"; if not it will receive a "single check," and will be returned to be rewritten. The errors will be marked. See that they do not appear a second time. These instructions will apply to all the letters in the course, even though they are not mentioned.

### Social Letters

Under the head of social letters may be placed the invitations and announcements of social gatherings and functions. Usually these are printed, and the writer needs only



prepare the copy for the printer. There are two styles of writing invitations and announcements—formal and informal. The informal is the usual correspondence style; while in the formal style, the writer places all reference to himself in the third person. The following wedding invitation is an illustration of the formal style:

Mr. and Mrs. M. R. Mason

invite you to be present at the marriage  
of their daughter

Ruth

to

Mr. James H. Montgomery

Tuesday, April twenty-ninth,  
Nineteen hundred and twenty, at eight o'clock.  
First Presbyterian Church,  
Oshkosh, Wisconsin.

### Exercise Seven

For this exercise, prepare copy so you can have printed one hundred invitations for a birthday party that you are going to give at your home next Thursday, at 8 P. M. Use the formal style.

### Exercise Seven= A

Assume that your seat mate or some one sitting near you has sent you an invitation to his birthday party. Write him a letter in a regular correspondence, or informal style, accepting with pleasure.

### Exercise Seven=B

Assume that some other student has sent you an invitation to be present at his birthday. Write him a letter declining. Express your regrets. Give some good excuse; as, previous engagement, illness, or that you will be out of the city.

You may place the three letters in one envelope and address the envelope to your teacher. Remember your name and exercise number are to be placed in the upper left-hand corner of the envelope.

### Letters of Introduction

Letters of introduction have a peculiar distinction, in that they are never mailed; they require no postage, and the envelope should not be sealed. A letter of introduction, as the name implies, is to introduce the bearer to the one addressed. It does not necessarily contain a recommendation, though words of commendation are often used. In fact, one should not give a person whom he cannot recommend a letter of introduction. Care should be taken as to whom you introduce. By introducing an improper person to a business acquaintance, you may do the latter a great injustice.

Sometimes one is placed in an embarrassing position. You do not wish to refuse giving the letter; still you dislike having the person impose upon your friend. George Washington was once in a similar position. A Frenchman for whom he did not entertain a very high opinion asked for a letter. He did not like to grant the letter, yet the diplomatic conditions of the country were such that he did not dare refuse. This is the way he met the issue: "This is to certify that G. Washington is well acquainted with C. Volney." The man could not very well find fault with the letter, yet no one need be deceived by it.

### Exercise Eight

Assume that a friend of yours is going to a city where you have an acquaintance, and you feel that it would be of mutual advantage for them to know each other. Of course,

it would be too inconvenient for you to go along and personally introduce them, so you write a letter of introduction to supply this need. You may construct your letter with the social end in view; or build it along business lines, just as you prefer.

One thing remember, don't embarrass your friend by overpraising him. This often does as much injustice as failing to mention his real merits.

### Letters of Congratulation

If a friend of yours has met with success or good fortune, and you rejoice in the fact, write and tell him so. Such a message is called a letter of congratulation. This letter should, of course, be written in a cheerful, lively style suited for the occasion. Anything unpleasant regarding yourself, and matters of advice should not be mentioned. Avoid stilted, or formal language; but express your pleasure in an easy, natural style.

### Exercise Nine

Select some student who has recently left school to accept a good position, and write him a letter of congratulation expressing your pleasure at his success. Tell him that his good example has proved an inspiration to you, and that you are determined to work harder than ever so as to be able to do as well as he has done. Use your happiest phrases and most entertaining style.

### Letters of Condolence

The most difficult thing a person is ever called upon to write, is a letter of condolence. If you would write your friend a letter of sympathy in the hour of his bereavement or loss that will be of any benefit to him, you must actually feel that sympathy. It must spring from a full heart, or it will fail to accomplish its mission. Mere words and empty forms are cold and unsympathetic, and are better left unwritten. Endeavor to show your friend that his sorrow has become your sorrow; for it is this kindred feeling that will lighten his burden. Never recall any of the details of the

case, and do not offer reasons or argument why your friend should find consolation. Reasons appeal to the head but never to the heart.

One of the rarest gems in the English Language is the following letter of sympathy written by Abraham Lincoln:

Executive Mansion,

Washington, D. C., Nov. 21, 1864

To Mrs. Bixby,

Boston, Mass.

Dear Madam;

I have been shown in the files of the War Department a statement of the adjutant general of Massachusetts that you are the mother of five sons who have died gloriously on the field of battle. I feel how weak and fruitless must be any words of mine which should attempt to beguile you from the grief of a loss so overwhelming. But I cannot refrain from tendering you the consolation that may be found in the thanks of the republic they died to save.

I pray that our Heavenly Father may assuage the anguish of your bereavement, and leave you only the cherished memory of the loved and lost, and the solemn pride that must be yours to have laid so costly a sacrifice upon the altar of freedom.

Yours sincerely and respectfully,

Abraham Lincoln.

Genuine feeling for one afflicted is touchingly expressed in the following sentence which Louis Agassiz once wrote to his friend, Charles Sumner:

My dear Sumner:

You have my deepest and truest silent sympathy.

Ever truly your friend,

Louis Agassiz.

These few sincere words reflect a sentiment that must have gone straight to the heart of his friend.

In the time of such a calamity as the earthquake at San Francisco, the fire at Chicago, or the floods in Ohio and Indiana, it adds materially to the expression of your sympathy to enclose a check. The following letter was sent to one of the flood sufferers at Dayton, Ohio:

Dear Friend:

I feel that any word of mine will prove poor comfort to one who has passed through such suffering and loss; yet I can not refrain from offering you my most heartfelt sympathy.

The calamity that has fallen upon your home is, indeed, hard to bear, yet I know the heroic spirit with which you have met the smaller trials of life will sustain in this trying hour.

I am enclosing a check for \$25.00, which I hope you will accept in the same spirit in which it is given. If, however, you do not find yourself in need of it, pass it on with my compliments to some one who is more unfortunate.

Now, if you can think of any way in which I can serve you, feel free to call upon me.

Assuring you of my very best wishes, I remain,

Your sincere friend,

### Exercise Ten

For this exercise, the teacher will assign some event of recent date that will prove a worthy topic for a letter of condolence

### Postal Cards and Post Cards

Since the picture post card came into common use, it is hard to realize the millions that pass through the mail every year. As the post card and postal card do not afford a means for privacy, care should be taken as to what is written thereon. Many foolish things appear on cards that no business building young person can afford to send out over his signature. You should never ask for payment of an account on a postal card. This may be construed as libel. Any message that would cause the recipient the least embarrassment should be avoided in this style of correspondence.

### Exercise Eleven

Assume that you have gone to some place for a visit. Write some good friend of yours at school a postal card, and tell him what a good time you are having. Cut a slip of typewriting paper,  $3\frac{1}{4} \times 5\frac{1}{2}$ , for this purpose. This is the government standard size of a card. Place the address on one side and your message on the other.

### Telegrams

Telegrams demand clearness, conciseness, and brevity. It is easy to be brief, but it is not so easy to be brief and clear at the same time. Telegraphy is getting to be such an

important part of business that large firms are anxious to employ those who have the faculty of expressing a great deal in a few words.

Telegraph companies have a minimum charge for ten words, and an extra charge for each additional word; so it is of no advantage to reduce your message to fewer words than ten. The charge will depend upon the distance and the transfers. Messages of fifty words filed in the evening to be delivered early next morning are called "night letters," and are sent at reduced rates.

In sending telegrams, you are not charged for the address nor the signature, but the salutation and complimentary close are omitted. All figures and signs should be spelled out; thus, the number 15 should be written fifteen and the sign % should be written per cent. Initials in a name are charged for the same as one word, but there are certain abbreviations that are accepted as one word; as, A. M., P. M., C. O. D., O. K., and F. O. B.

To economize in telegraphy, code systems are used. In this method, one word is made to mean a phrase, or even an entire sentence. Firms devise these code words and their meanings, arrange them in lists in alphabetical order, and send them to all with whom they wish to communicate. A person may receive ten meaningless words, take them to his code book, and write out quite a lengthy letter, all of which was sent at a minimum charge. Codes not only reduce expenses but insure privacy.

Money as well as messages may be transferred by telegraph. The charge is twenty-five cents for any number of dollars up to \$25.00, and one per cent on all sums exceeding \$25.00. Fractional parts of a dollar are not transferred. The telegram must be paid for in addition to the charge for the transfer of the money.

### Exercise Twelve

Assume that you have ordered goods of some firm, and now on account of a fire that has destroyed your place of business, you wish to countermand the order. Confine your



SEND the following Telegram subject to the terms on back hereof, which are hereby agreed to

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Send the following Cablegram, subject to the terms on back hereof, which are hereby agreed to:

Send the following message, subject to the terms  
on back hereof, which are hereby agreed to:

[illegible]

message to ten words. If in doubt whether it will be understood, ask some student to read it to see whether it makes sense. This is a wise precaution with all telegrams. Write a fifty word night letter. What will it cost to send your messages?

### Cablegrams

As cablegrams cost as high as two dollars a word, it is necessary to send all messages by the code method. Even the address and signature are charged for. To reduce this expense, all firms doing business that calls for cablegrams have a registered code address; as, Remtico for Remington Typewriter Co., Nabisco for National Biscuit Co., etc.; and a firm is readily found by this apparently meaningless word.

To illustrate the working of the code system, the following is given:

CODE WORD	MEANING
Credo	Please ship on your usual terms of credit.
Quito	Please quote us your best price for export on
Fimdoz	Five hundred dozen.
Remten	Remington Typewriter, No. 10
Stanforks	Standard knives and forks.
Freeship	Free on board ship, New York.

Remington Typewriter Co.,  
Illion, N. Y.

Gentlemen:

Please quote us your best price for export on Remington Typewriter, No. 10; free on board ship, New York.

Yours very truly,

Harris Bros. & Co.

By the use of our code, the message conveyed in this letter of forty words can be sent by the use of the following  
Remtico Quito Remten Freeship Harrisco.

Complete information regarding cablegrams, code systems, and charges may be had by applying at any cable or telegraph office.

### Exercise Thirteen

Write out an order to the Leonard Cutlery Co., Sheffield, England, whose code address is Lenco, for five hundred dozen Standard knives and forks; and reduce it to four code words. Manufacture a code word from your own name to use as the fifth word. Place both your letter ordering the goods and the cablegram on the same sheet of paper. Address the envelope in the usual style.

### Letters of Inquiry

In conducting a business, it is often necessary to write letters asking for information as to the character, financial standing, and reliability of firms and individuals. These are called letters of inquiry. If you are writing such a letter you should enclose a stamped, self-addressed envelope for reply. If you are answering such a letter, you should be very careful what you say. While such letters are supposed to be confidential it is well to keep in mind what was said in discussing friendship letters.

If you say that a firm, or an individual, is reliable, and events prove that the opposite is the case, you may cause some one who has relied upon your word to lose. If you say that a person is unreliable and he should chance to find it out, you may know there will be trouble.

In speaking in behalf of anyone, it is well to say, "*To my knowledge there is nothing that can be said against the reliability of the person you mention, From my observation, he seems to be entirely trustworthy.*" Unless you wish to become a guarantor, it is not wise to use positive statements. When you are unable to recommend an individual, it is best not to mention his name, but to say, "*I do not care to make any comments regarding the individual you mention.*" A few sensible precautions along this line will save you much annoyance.

### Exercise Fourteen

You have been offered a position as bookkeeper or stenographer with a firm in a near-by city, so you write a letter of inquiry to a bank in that place. Ask for information as to the financial standing of the firm and as to the treatment

of the help. Assure the banker that his advice will be treated as strictly confidential. Enclose a slip of paper,  $3\frac{3}{8} \times 6$ , addressed to yourself with a mark indicating the stamp. Your enclosed envelope should be addressed on the typewriter, as somehow there is a prejudice against using envelopes that some one else has addressed with a pen.

### Letters of Notification

Letters of notification are written when the attention of some individual is desired for a coming event. These are written by officers of societies, lodges, churches, corporations, and organizations of all kinds. Usually these letters follow some set style, though they may be varied to suit the occasion and the taste of the writer. Such letters should be written in plain, direct language, so all the points will stand out clear and distinct in the reader's mind.

### Exercise Fifteen

Assume that you are the secretary of some society, and have been called on to send out notice of the annual meeting and election of officers which will be held at a certain place next Thursday evening at 8 o'clock. Address this letter to one of your school mates.

### Letters Enclosing Remittance

Letters enclosing remittance require attention to certain details. A letter of this kind should always mention the manner in which the remittance is made, the amount, and the account to which it should apply.

Checks, drafts, post office money orders, express money orders, postage stamps, notes, coin in cards, and paper money are used in making remittance. However, paper money should not be used except in very small sums. If paper is ever used, it should be registered. When checks or drafts are used, they should be made payable "to order." If identification is difficult and you wish to save the payee trouble, they may be made payable "to bearer," but one takes as much risk in sending such checks through the mail as in mailing paper money.

Letters making remittance in full do not require much skill, but where you can only make remittance in part and

# BUSINESS COLLEGE MONEY ORDER

ADVICE \_\_\_\_\_ NO. \_\_\_\_\_

NO. \_\_\_\_\_  
**RECEIPT**  
 FOR  
**BUSINESS COLLEGE MONEY ORDER**

A MONEY ORDER OF ABOVE NUMBER AND DATE HAS BEEN DRAWN BY ME UPON YOUR OFFICE  
 IN FAVOR OF \_\_\_\_\_

FOR \_\_\_\_\_ DOLLARS CENTS

TO THE POSTMASTER AT \_\_\_\_\_

POSTMASTER

NAME OF REMITTER \_\_\_\_\_

ADDRESS OF PAYEE, NO \_\_\_\_\_ STREET \_\_\_\_\_

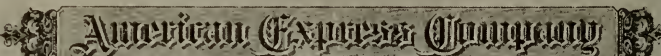
SPACE ABOVE TO BE FILLED IN WITH PEN AND INK

DETACH HERE! THIS RECEIPT IS FOR THE REMITTER

DOLLARS CENTS  
 (Amount for which Issued)

To be given by the issuing postmaster to the purchaser, who will retain same and present it at the office where issued if necessary to make inquiry regarding the order.

DATED STAMP OF  
 ISSUING OFFICE

EXPRESS MONEY ORDER		C- 4772700
WHEN COUNTERSIGNED BY AGENT AT POINT OF ISSUE		
		
AGREES TO TRANSMIT AND		
Pay on presentation to	<i>Ellis Publishing Co.</i>	or order
THIS MONEY ORDER SHOULD NOT BE CASHED FOR STRANGERS EXCEPT ON PERSONAL IDENTIFICATION.		
The Sum of	<i>Four</i>	87 Dollars
Countersigned	<i>H. F. Perkins</i>	100 Dollars
Issued at	<i>Battle Creek, Mich.</i>	
Date	<i>Sept 22</i>	19 <i>20</i>
Agent	<i>J. H. Briggs</i>	TREASURER
State of	<i>Mich.</i>	
NAME OF REMITTER	<i>Edwin Howells</i>	
ANY ERASURE, ALTERATION, DEFACEMENT, OR MUTILATION OF THIS ORDER RENDERS IT VOID.		

## College National Bank

No. 294

Oakland, Cal., Sept 14 1900

Pay to the order of E. P. Heald \$ 700.00

Seven Hundred and no/100 Dollars

COLLEGE CURRENCY

To First National College Bank,  
 San Francisco, Cal. }

W. W. Kennedy  
 CASHIER



No. of Check	1
Date	Sept 10 1918
To	J. E. Martin
For	Rent
Amount brought forward	
Amount Deposited	5000
Amount in Bank	
Amount of this Check	100
Balance in Bank	4900

No.	1	CINCINNATI, OHIO,	Sept 10	1918
<b>THE COMMERCIAL BANK</b>				
PAY TO THE ORDER OF		J. E. Martin	\$100.00	
		One Hundred and no/100		DOLLARS
		In College Currency		
		N. B. Ruston		

must ask for an extension of time on the balance, more thought and tact are needed in the preparation of the letter. Promptness in meeting your bills is the first insurance policy you hold against failure as a business builder. Next to actually paying your bills is the habit of immediately making proper arrangements for an extension of the time in cases where you need it. This practice will do much to strengthen your credit and will build for you a reputation of reliability.

### Exercise Sixteen

Assume that you owe some firm in your city \$126.15, which is now due; and that you can make part payment only. Write them a check for \$26.15, and a sixty day note, bearing 6% interest, for \$100.00. Express your regrets at not being able to pay the account in full. Thank them for accepting the note, and for past favors extended you. Assure them the note will be met promptly when due.

### Letters of Acknowledgment

It is customary when you receive a remittance or an order for goods to write at once a letter of acknowledgment. This letter gives the sender of money the satisfaction of knowing that his remittance has been received, and it also acts as a receipt for the payment of the debt.

A letter of acknowledgment is also needed to complete a contract when goods are ordered. If you fail to acknowledge an order, it may be countermanded at any time before delivery; as an order for goods does not become a legal contract until acknowledged. You can readily see that where a letter of acknowledgment is neglected, a firm might be made to suffer considerable loss and inconvenience if the order were countermanded.



Letters of acknowledgment are very simple and easy to construct, yet if given a little extra attention, they may be made to aid very materially in business building.

### Exercise Seventeen

Assume that you have been given a position as bookkeeper, stenographer, and correspondent with a local grocery or crockery store. Mrs. Hiram Johnson of some near-by town has sent in an order for a one hundred piece dinner set with a green figure, a set that the store has been advertising extensively. Mrs. Johnson says she must receive these dishes by next Wednesday as she wishes to use them at the celebration of her twenty-fifth wedding anniversary. Assure her that the set will arrive in time. Indicate the manner of shipment. Congratulate her on her wedding anniversary. Thank her for the order—this should be mentioned first in the letter. Invite her to show the dishes to her neighbors as they are considered a special bargain. Express the hope that you will receive her future orders. Let your letter be a cordial, business-building message.

### Letters Making Announcements

Letters containing announcements are used both for social and business purposes. Instead of issuing wedding invitations, announcements are often used. The following is the usual form of wedding announcements:

Mr. William A. Norris

Miss Anna E. Lane

Married

Tuesday, June twenty-fourth,  
nineteen hundred twenty

At Home

Thursday, August Seventh and Fourteenth  
One hundred ninety-two Saratoga Avenue  
Van Dyne, Wisconsin

In business, the opening of a store or a special sale is an opportunity for a letter of announcement. These letters when written by a master letter writer can be made very interesting and attractive.

### Exercise Eighteen

Imagine that you are opening a place of business and wish to send out letters announcing the fact. Select some friend and write him such a letter. Tell him about your business, how you plan to make it the leading establishment of its kind; and that you have adopted for your motto, "Perfect Satisfaction or Money Returned." Invite him to visit your place on a certain day to receive a flower or souvenir of some kind. Make this letter a real, live, business getter. Remember, how you must get attention, arouse interest, and create desire that he should call. Don't let him forget the date. Force into his mind that you intend to make genuine service to your customers your highest aim.

### Letters with Enclosures

A very large number of catalogs, folders, and advertising circulars pass through the mails and are never read. Often they are not even looked at. To prevent this, the wise business builder will write such a letter to accompany the enclosure, whether under the same or separate cover, as will create in the mind of the recipient a desire to read the catalog or booklet. We are all victims of curiosity. It is one of the strongest human instincts. The successful mail order man is the one who can take advantage of this mental tendency and use it to his profit. He will have some scheme that will get the reader to look at once on page 8 or 15 or 23 to read some attractive offer.

### Exercise Nineteen

You have issued a forty-page catalog for the business you announced in exercise eighteen. A friend has written for one. Send it with a letter calling his attention to special offers you are making on pages 14 and 26. Do not reveal what it is, but tell him it is something in which you know he will be greatly interested. Tell him there are other at-

tractive things on other pages which you have not the space to mention. Make certain that one of your catalogs will never go into the waste basket unnoticed, or on some shelf to be forgotten, but will be read at once.

Get from some local establishments a number of catalogs and circulars and criticise them in class.

### Legal Letters

In speaking of Legal letters, we refer to the correspondence of lawyers and judges. Their letters are peculiar in that their terms are technical, and the style set and formal. To be a successful writer of legal letters, one must study law. Legal letters are written regarding law suits, collections, contracts, and business in which lawyers are concerned.

Commercial law treats of the rules that govern the great game of business. You are planning to be a player in this game—so learn the rules. Study diligently your textbook on this subject. In building business, you will often need to consult law books and lawyers. Many a man has seen his business go to ruin because he failed to understand the legal rules that controlled his affairs.

### Exercise Twenty

Assume that you are a stenographer for a well-known lawyer in your town. He must leave on business, and has asked you to answer a letter regarding a law suit. Mr. James Jackson wishes to bring suit against his neighbor, Henry Wilson, for diverting a creek, causing it to overflow and damage Mr. Jackson's crops and property. Mr. Wilson refuses to make settlement. Write Mr. Jackson, addressing him at some near-by town, and tell him that he has a good case, and there is no doubt that the court will award him ample damages. Tell him it is customary in a case like this for the client to advance \$25.00 to meet the court charges and expenses, and when he has sent you this amount you will file the necessary papers to bring action at once.

### Official Letters

Official letters are those written by the officers of the government in transacting the business of the state and nation. They are usually written in a dignified, formal style. Close attention must be given to see that the proper title is used, as well as a suitable salutation and complimentary close. Inferior officers must always address their superiors in a manner to indicate the difference in rank. Students planning to enter the government service should seek special advice and instruction as to these points and distinctions.

#### Exercise Twenty-one

You have been appointed private secretary for the congressman from your district. One of your neighbors whom you know to be greatly interested in politics has written to ask that your congressman vote for a certain measure. The teacher will assign some current bill that is before congress. You write that your chief is greatly in favor of this bill and will be delighted to please his old friend by voting for it. While this is not supposed to be a business-building letter, it can be made a "job-holding" letter. Unless a congressman can appeal favorably to his constituents, he can not hope for re-election; and if he is not re-elected, you will lose your position as private secretary. Many congressmen and senators owe their long careers in a large measure to the wisdom and letter-writing ability of their private secretaries. See that no letter of yours will ever cause a government official to have trouble in holding his office. (Do you think that "job-holding" is ever the first interest of some of our representatives?)

### Public Letters

Public letters are those written for the purpose of being published in the newspapers. They are usually addressed to the editor or some public man. This form of writing is used because it renders the article more personal, and enables the writer to use a style that is not so set and formal. Public letters are written on almost every topic imaginable. In following those that appear in the newspapers, you will find

articles of all degrees of merit. Some are very interesting and attractive, while others are positively painful to read.

Good taste and wisdom would suggest that you write public letters only on such topics as will promote the welfare of the community, or prove of general interest.

### Exercise Twenty=two

The teacher will assign a topic for a public letter to be written to the editor of your local paper. The need of a public library, a Y. M. C. A., a playground for the children, a manual training school, a county fair, a city park, and kindred subjects give opportunity for letters of this kind.

Your copy for the printer should be typewritten if possible. This will enable you to see how it will look in print. It will also make it easier for you to discover the short-comings of your article. See that your spelling, punctuation, and paragraphing are above criticism. You may sign your own name or use an assumed name; but if you use an assumed name, you must also give your proper name and address. Otherwise the editor will refuse to publish your communication.

### Promotion Letters

Promotion letters are written on any undertaking which the writer may wish to see move forward. Usually this is the name given to letters written by some one striving to establish a factory or organize a corporation. When an enterprise is too large to be financed by one individual, he must interest others in aiding him to carry out his plans.

The writer of promotion letters has two strong human instincts on which to play—civic pride and desire for gain; and if he is a master in working upon these motives, he need not want for capital to promote any meritorious enterprise. Many a worthy invention would be lost to the world today had it not been for the efforts of some efficient promoter. This is a very necessary and valuable line of effort, and the student will do well to cultivate his powers in writing an effective promotion letter.



### Exercise Twenty-three

You desire to promote a corporation for the purpose of manufacturing some product which you may select. Capital stock is to be \$100,000, divided into shares of \$10.00 each, with no certificate issued for less than ten shares. The stock is divided into two lots: \$70,000 in common stock and \$30,000 in preferred stock. The preferred stock is accumulative and participating, paying a 6% dividend. We mean by accumulative that if the 6% dividend is not paid one year, the next year the dividend is 12% instead of 6%, and by participating, that the preferred stockholder will also share with the common stockholder in the balance of the dividend. Thus you see that preferred stock is the kind which gives the holder special rights and privileges in the matter of dividends, and is issued for the purpose of getting people to invest early that funds may be provided so a start can be made in the business. In your case the \$30,000 will enable you to begin your business; but you will need the \$70,000 to properly expand and develop it.

Address your promotion letter to some well known investor in your town, and attempt to interest him in your proposition. Appeal to his civic pride. Show him how this factory will work for the betterment of your city, the number of people to whom it will give employment, and the increased trade it will mean to every business man. Appeal to his desire for gain. Show him how this investment will increase his income. Offer him the preferred stock. Remind him that banks pay only 3%, yet you offer double that, with an opportunity to participate in the balance of the dividend with the common stockholders which may increase his income to 10% or 15%. Assure him that the proposition is a winner, that it will be carefully organized and honestly conducted. Explain everything very fully, be clear and frank in all that you say. An expression that is the least hazy may cause suspicion and drive him away instead of attracting him to your enterprise.



Remember, in constructing your letter, you must get his favorable attention with your very first statement, and you can't do that by saying something about your plans. Begin by asking him some question that will appeal to his wants and desires. Attempt for a while to look through his eyes—to see things as he does. Then you will get his attention, and if you continue you will get his interest. Work properly upon his motives and you will arouse desire. Now, you are ready to talk business and get action.

### Letters Asking Favors

Letters asking favors require courtesy as their chief essential. They should also have a stamped, self-addressed envelope for reply. The variation of letters asking for favors is limited only by human desires. They may be written with every conceivable end in view.

### Exercise Twenty-four

You are now a graduate of this school and wish to apply for a position. You need a letter of recommendation. Write some business man of your city with whom you are well acquainted and ask for such a letter. Enclose a stamped, self-addressed envelope as directed in exercise fourteen.

### Letters of Recommendation

Letters of recommendation are given to worthy people that they may gain the confidence of others. This being true, see to it that only worthy people receive such letters from you. To consider the points mentioned in exercise number eight, will be helpful at this time.

Letters of recommendation may be given as an endorsement of persons or of things. They may be addressed to a particular person, or to the general public. In the latter case, the salutation should read, "To Whom It May Concern." In preparing letters of this kind, consider well the points to be covered and then state them in a straight, vigorous style. Avoid high sounding compliments, but indicate all the points of interest and merit.

### Exercise Twenty=five

For this exercise, you may write a general letter of recommendation expressing your sentiments regarding the value of the course in "Letter Writing for the Business Builder." Use for the salutation, "To Whom It May Concern." Point out such features as seem to you helpful and inspiring.

### Letters of Application

The passport to a good position is a well written letter of application. Business men consider it a splendid guide in the selection of help. From it can be determined the character, ability, and education of the applicant. A business man will read more than just the words in a letter; he will read in between the lines; he will even read the margins.

The education of the applicant is indicated by the spelling, punctuation, and construction of the sentences; his ability, by the judgment he displays in the material he offers for consideration; and his habits and character, by the quality of stationery, arrangement, and appearance of his letter. A cheap person will use cheap stationery; a careless, filthy person will leave thumb prints on the margin, blots and blurs on the paper; a thoughtless person will make errors, scratch them out, fill in the correction, and go on; and an unreliable person will show it in weak and wavering penmanship.

Your letter of application is merely a pen picture of yourself. If you would have others receive a good picture of yourself, use high grade stationery, strong black ink, and a pen that will make a clear, decided line. Write with a vigorous stroke, use spelling, punctuation, and grammar with which no fault can be found, and judgment and tact in expressing your qualifications that will command attention and win confidence. If the least thing can be found to detract from the appearance of your letter, re-write it until that fault no longer appears.

In selecting your writing material, never use hotel stationery. Few people applying for positions can afford to stop at hotels. Hotel stationery will lead the business man to conclude that you are a "poacher." Never use pool room,

billiard hall, or bowling alley stationery, or the business man will conclude that you are a "loafer." Needless to say, you will be entirely out of the running when he reaches either conclusion. Never use stationery with a monogram, initial, or name die at the top; for whatever they may be worth socially, they are more than useless in business correspondence.

In the style of constructing the letter, there are many mossgrown traditions to be shattered. One at the beginning is, "I have seen your advertisement in today's Herald, and I take the liberty of applying for the position". Consider how useless and absurd is this sentence. The business man knows that he put that "ad" in the paper, and it is entirely unnecessary for you to tell him that you saw it. You wouldn't be applying if you hadn't seen it. And how perfectly absurd to say that you "take the liberty of applying for the position," when he paid out his good money to get you to do that very thing.

Omit all prelude, and begin your letter with a direct invitation for him to consider your qualifications. The following is suggestive as to the manner in which this should be done: "*Dear Sir: Will you please consider the following qualifications to see whether they meet the requirements for a position as bookkeeper in your office?*" Other sentences even more simple and direct may be used, but avoid all remarks that do not bear directly upon your qualifications.

What are the qualifications and necessary information that a business man wishes to have before him in a letter of application? They may differ in different cases, but the following list includes all the points necessary for any position:

- |                      |                          |
|----------------------|--------------------------|
| 1. Age               | 7. Habits                |
| 2. Gender            | 8. Disposition           |
| 3. Single or married | 9. Characteristics       |
| 4. Nationality       | 10. Physical Description |
| 5. Education         | 11. Salary               |
| 6. Experience        | 12. References           |

If you are applying for an office position, it is always of advantage to mention your age if between eighteen and thirty years; but if you are under eighteen or over thirty, it is well not to state your age unless requested to do so. It is, also, necessary to say whether you are a man or woman. In some positions, a man is demanded; while in others, a woman is preferred.

For a man to mention whether he is married or single will depend upon circumstances. If you are married, it is wise to mention the fact when trying to get a higher salary. Employers understand that a married man cannot live at so low a cost as a single one. Also, a married man is considered a little more settled and reliable. However, the single man has the advantage with firms that wish to keep down expenses; for they know they can usually hire him at a less price. If you are a single young man and are anxious to get a position, it is well to say so if you are more than twenty-two. But if you should say, "I am a young man, 17 years of age, and unmarried," it would cause a laugh. The last statement is so unnecessary as to be absurd.

It is well to mention your nationality if you can speak another language besides English. In the proper locality, it is of great advantage to say that you can speak German, or French, or Scandinavian, or Spanish. Where you can speak only the English language, it is of little value to mention your nationality.

The business man wants to know the extent of your education. If you can say you are a high school or college graduate, as well as a graduate of a good business college, you have gone a long way in developing an interest in your application. If you have taken a good correspondence course in "higher accounting," or a special course in office training, it will act as a strong "clincher" to your appeal. The more of these attainments you can mention, the more readily will it be inferred that you are a wide awake, intelligent, progressive young person. If your prospective employer is convinced



that you are such a person—that you are the best person for the place—you will be the successful applicant.

In addition to your schooling, be sure to mention all the experience you have had; especially if your experience is of the kind which shows that you are not afraid of work. There are two essentials to one's equipment for a position—"book-learning" and "business sense." It is surprising how graduates of universities and colleges will sometimes make the most absurd blunders in simple business transactions. Because of this, unthinking people are led to denounce higher education. It matters not how brilliant you may be in your books, you will be of small value until you develop your "business sense." While this depends to a certain extent upon your "book learning" and your natural ability, it is in a large measure developed by experience. Beginning at the bottom and working up, is the only known way of acquiring "business sense."

In speaking of habits, we refer to the use of tobacco and intoxicants, and other common vices. If you can say, "My habits are not of the kind to subject me to the least criticism," or that "I do not use tobacco or liquor in any form," you will have the advantage of those who do not mention the subject. Large business firms have now clearly demonstrated that the young man who uses tobacco or liquor is usually not so reliable, efficient, and capable as the young man who does not indulge in these habits. In some way the young man who has formed these habits has shut the door of inspiration. He seems to be unable to realize, and live up to his full possibilities. His energies become dead and he ceases to throb with life and power. When the contest becomes keen and the strain becomes hard, he is forced to drop out. No one understands this better than the employer of help. So don't fail to mention it if you are free to run the race without this handicap.

If you can say, "I am of a pleasant, cheerful disposition, and have no aversion to working over-time when necessary,"

you will need give no further consideration to the subject of disposition.

In speaking of characteristics, we refer to the use of such words, as industry, reliability, loyalty, accuracy, and punctuality. If you can honestly say, "I am accurate, industrious, and reliable, and can prove myself loyal to my employers' interests at all times", by all means say it, even if you copy this very expression.

In positions where a physical description is required, mention your height, and color of hair and eyes. This, however, is seldom needed in applying for an office position.

Whether you should mention the amount of salary desired will depend on the circumstances. Where you are an experienced, efficient workman, and have confidence in your ability, it is well to state exactly what you want; but with inexperienced young people, it is well to pass this matter with some such expression as the following: "As to salary, I shall be glad to leave that to your judgment for the first few months, until I demonstrate my worth." It must be remembered that young people are sadly lacking in "business sense," and until they pass this stage they cannot expect to dictate as to their salaries.

References are the last thing to be given. They should not even be placed in the body of the letter, but should be used as a postscript. Write the word, "References," and the names and addresses of the persons you wish to give in the lower, left-hand corner. Two or three will be sufficient, and it is unnecessary to make any comment upon them. Your references should be the last thing mentioned because the business man wishes to weigh well what you have to say about yourself before he considers what others may say about you. If his opinion is unfavorable, he does not care what the opinion of others may be. When his own opinion is good, then—and not till then—will he desire to know whether others hold the same view. If you have letters of recommendation, it is better to reserve them until you gain a personal interview. It is not wise to use all your ammunition at the first attack.



Your letter of application should consist solely of these twelve points, or such of them as may be applicable to your case. You must present them as your reasons why the business man should employ you. Don't say, "I feel as though I could make a success of this work." The business man doesn't care anything about your feelings. He wants reasons—real ones—just why you are suited for this position; and all you have to offer is a discussion, clear and clean-cut, of the qualities you possess.

Don't say, "If a personal interview is desired, I shall be glad to call," for of course no business man would think of employing a young person without first talking to him. In closing say, "May I have the pleasure of a personal interview at a time most convenient to you?"

Do not ask questions regarding the position as to duties or length of hours. Wait until you secure the place, and then ask some assistant. One young man applying for a position as salesman wrote, "How long would I have to be away from home?" He lost the job.

In applying for positions where penmanship is not an essential, it is quite to your advantage to have your letter of application type-written. It is more easily read, and it seems to indicate that you are more of a business person. But if you are seeking an office position, business men invariably demand that "applicant apply in own hand-writing."

### Exercise Twenty-six

Mr. Thomas H. Jones, a foreman of a large plant in your own, or a near-by city, has informed you that they need in the office of this firm a stenographer and assistant bookkeeper. You prepare a letter of application along the lines indicated in the foregoing article.

Now, remember, this is a "job-winning" letter. After you have written it, read it over to see if you can feel the thrill. Be honest—would you give the young person who wrote you such a letter a position? If you can sincerely say, "Yes," no doubt you have qualifications that will influence the business man in the same way.

### Circular Letters

Circular letter is the name applied to one that is prepared to be duplicated and mailed to a number of people. It may range in quantity from a comparatively small number up to hundreds of thousands. Usually, these letters are run off on such machines as the Multigraph or Writerpress; though they are sometimes set up in black-face or imitation type-writing type, and run off on a printing press. Machines that produce typewriter-imitation letters provide for the use of name plates, which gives the appearance of personal letters. Circular letters may be used on any subject that would interest more than one person.

### Exercise Twenty-seven

You desire a position with a firm where you will have charge of the correspondence. At the present time you do not know of such a vancancy. Select the names of ten firms where you think they could use an expert at Letter Writing, and prepare copy for a circular letter to be mailed them. This may be modeled largely after the instructions given for a letter of application, though it must be varied to suit the above conditions.

In addition to mentioning your qualifications, you may use arguments to show the value of this work. You may, also, ask for a salary of so many dollars a week and a commission of two per cent on all sales you make through the mail order department.

Are you intensely confident as to what may be accomplished by the use of business-winning letters? Do you really feel that business letters are the greatest implements of trade? If you do, be sure that you make these firms to whom you write feel the same way. The way in which you affect them will be a sample of the way you can affect others.

In this letter, you can afford to use a much freer style than you could in applying for any other kind of position. Put in all the catchy material and little tricks that can be made to fit. Make your style as striking and attractive as

possible. There is no hope for you if your letter is a "dead one," so make it sparkle with life and power.

### Follow-up Letters

A follow-up letter is one used to call attention to a previous letter to which you failed to get a response. It is the most elastic of any letter on our list. Its use is confined to no one business, or class of business. It is universal. Wherever men desire to educate the public as to their wares; wherever sales are to be made, information secured, money collected, distant customers to be "gingered up"—there the follow-up can be utilized.

The immense value of a scientific follow-up system is seldom appreciated, and only slightly understood by a large majority of business men. They see some one use it to great advantage; and then others try it and fail. Therefore, they conclude that there must be some mystery about it, and that success with it is a matter of chance or luck. However, the truth is quite to the contrary; for there is no mystery, nor luck, nor chance about it. Every one who succeeds with a follow-up system does so because he works in harmony with a scientific principle whether he knows it or not. And it is very simple too.

First, it consists in preparing a series of letters with one central thought prevading and connecting the whole group.

Second, it follows out the principles set forth in the article entitled "Psychological Construction."

Third, the letters gradually become stronger until they reach a climax. The great trouble with so many follow-up systems is that they begin strong but gradually weaken. Beware of the anti-climax. It is a fatal weakness in follow up letters.

Fourth, the system of follow-ups should be in harmony with the conditions of the business for which they are used.

Many business men do not seem to understand that a system of follow-ups suitable for a big stock-promotion campaign would meet with no success whatever when used by a grocery store. In fact, a grocery store once attempted

to use the methods of a very successful real estate campaign, and actually lost business by it. Not only did they lose their labor, stationery and postage, but they had less trade at the end of their campaign than they had when they began. The reason is very apparent. People did not have to rush in and buy groceries because of an appeal in a letter; but they did have to rush in and buy a lot if they were going to get one in that addition before they were all sold. They resented the importunity of the grocer, and went elsewhere to trade; but with the lot—they realized it was now or never.

Follow-up systems are divided into three classes; and while they are spoken of by various names—in this course they are called continuous, special, and definite.

Continuous follow-up systems find their proper application in the retail and wholesale business. Just as in these lines the business is steady, year in and year out, so should there be a steady flow of letters regarding the goods to be sold and the service to be rendered. These letters are not built on the strenuous plan to get immediate action. They are more like newspaper advertisements, only they are vastly superior when well written, in that they carry a personal message.

Not only are retailers and wholesalers benefited by continuous follow-up systems, but they are just as helpful to banks, hotels, restaurants, laundries, railroads, lumbermen, printers, publishers, and manufacturers.

Special follow-up systems require an opportunity in order to be successful. You cannot arrange a special follow-up campaign unless you have an unusual condition. If you have a desirable tract of land which you wish to cut up into city lots, you have a special opportunity. Such things do not come every day, so you can write your follow-up arguments in a much more vigorous and strenuous style than you could ever think of doing with a continuous system. You can make people feel that they must act at once—that delay will be expensive—that opportunities lost are gone forever.



The special follow-up system lends itself just as readily to the sale of stocks and bonds, limited products, seasonable goods, and publishers' advance offers.

A special follow-up campaign should consist of a series of six or eight letters, and each one should grow more intense than the previous ones. In some cases four letters are much better than eight. as stringing out the arguments tends to weakness rather than strength. The amount of the vital and important material to be used must determine the length of the series. However, it matters not what the number, one thing certain for success is that the last letter shall be stronger than any that preceded it.

Definite follow-up systems do not require a special condition to make them effective. They are used when you have a definite end in view that you wish to reach. This is well illustrated in trying to sell a prospective student a scholarship. After selling him the scholarship, your system is at an end; for you cannot sell him another. You have accomplished a definite purpose; hence the reason for calling this style a definite follow-up system.

The number of letters under a definite follow-up system would, indeed, be hard to estimate. While some prospects could be enrolled with two or three letters, others would require a large number. Some progressive school men never give up a prospect where they think they have any chance until he is either enrolled, married, or dead.

You can see how a definite follow-up system will apply to the sale of a piano, a calculating machine, a cash register, a typewriter, an automobile, a phonograph, an engine, books, and specialties of all kinds. It can be used to excellent advantage by schools, publishers, manufacturers, insurance companies, telephone companies, and electric light companies.

The following is an outline of a series of follow-up letters used by a business school:

Subject in general; reliability of our school.

First letter: What we can do for you. We prove it.

Second letter: Why we can do so much for you.

Third letter: What we have done for others. (Folder enclosed.)

Fourth letter: If necessary we can help you to be self-supporting while in school.

Fifth letter: What you can do after graduation.

Sixth letter: Now is the time to enroll. (Blank enclosed.)

Seventh letter: Mention points made in preceding letters, attractions which the city has to offer.

Eighth letter: When you qualify we feel sure that we can find you a position in the business world. Emphasize attractiveness of a place in the business world.

This series has proved unusually effective, and the school is building up a business of immense proportions through this follow-up system.

Letter Writing of this style depends for its success on the use of cold, hard facts. The truth, reliable goods, and fair dealing will build up business; while without them, the cleverest letter will fail. See how strong the letters of the school become when they tell about the absolute reliability of the school—how the student can soon save sufficient funds from his salary, after he is employed, to pay for his schooling—how the school is willing to guarantee satisfaction or refund the money. If you can make these appeals,—and are willing to live up to them—you can win confidence and make your small business grow into a large one.

Then, too, remember that you are dealing with human nature, and that human nature is variable. If one argument will not appeal to a man, another may. The following taken from "System" well illustrates the point:

One Wednesday morning a storekeeper in Southern Texas was leisurely going through his mail. Letters were glanced at, and thrown aside. Suddenly one seemed to hold his attention. He adjusted his glasses, re-read the letter carefully, and then slowly dropped it into the waste paper basket. Five minutes later, he went back and picked it up, smoothed it out, and read it over again thoughtfully, and laid it away in his desk. That evening as he and his



wife sat by the lamplight and watched their little boy playing with his blocks on the floor, he reached into his pocket, drew out the letter, and laying it on the table said, "Jeannette, I am going to buy one of those cash registers".

The silence that ensued was broken by the woman's voice: "Ezra, they cost a lot of money".

His answer was immediate: "But I must have one. I don't want my boy to be a thief, and I don't want to make any other man's boy to be a thief. Give me the pen and ink."

And while he was making out an order for the cash register, his wife was reading the opening paragraph of the letter that had made the sale:

"If some man made your boy a thief—"

"Feeling as you do about your own child, why do you leave that open, unprotected cash drawer in front of your clerks—other men's boys? They know you have no check on your cash, and if one of them steals *who, is to blame?*"

This particular merchant had been called on and demonstrated to by a dozen different cash register salesmen. He had been listed as an unlikely prospect. One time the company's star salesman had spent a day with this merchant. He made the most appealing solicitation of which he was capable, yet his man remained unmoved. His attitude was so discouraging that when the salesman entered his name on the daily report sheet, two big black letters went opposite it—"N. G." The human salesman had set his man down as impossible to sell.

The follow-up machinery of this cash register company grinds exceedingly fine. Good, bad, and indifferent—all go into the hopper, for the advertising system of this company has but one motto: "Every man can be sold. We are going to sell every one."

The letter that made this sale was the twentieth the merchant had received, but it touched the right button at the right time and forth came an order. And the simple, unassuming follow-up which does the seemingly impossible, in a quiet, modest sort of way, is based on that very thing.

The right kind of follow-up is bound some day to touch the right chord—approach the prospect from the right angle—and get the order.

### Exercise Twenty-eight

While the follow-up has been used with great success by business men, it seems that those seeking employment rarely give it a trial. If they receive no answer to their first letter of application, they give up, and then sit down and lament the hardness of their fate. There is no reason in the world why anyone, in this land of ours, should go without employment—save absolute incompetency in every line of human endeavor and a lack of appreciation of follow-up letters. Why can't a young person seeking a position take advantage of his opportunities the same as a business man, and bombard employers with follow-up letters until he does get a job? Business firms are constantly on the lookout for young men and women who show business traits, and certainly this would indicate business ability of a high order.

For this exercise, assume that you have waited about ten days and have received no reply to your letter of application you wrote in Exercise 26. It may be that the position is already filled, or they are still debating the question. If the position is filled, you may think your letter wasted—but not so. Many a position has been filled with those who did not satisfy and a change had to be made. Think what your follow-up letter would mean to some employer fretting over an unsatisfactory stenographer. Even if the one who received the position did satisfy, most business men would make an extra effort to find a position for a young person who showed such enterprise.

However, if the place is not filled—think what deciding power your letter will throw into the scales. There can be no defeat—no turn down—for the young person who is armed with a series of follow-up letters giving good reasons why a business man should hire him.

In this exercise, tell the employer that you have waited some time but you are still without a reply to your letter of application. Tell him that you are anxious for an interview, and believe, if granted one, you can prove to him the statements set forth in your previous letter, and absolutely satisfy him as to your qualifications for the position.

### Letters Ordering Goods

The key note in letters ordering goods is *exactness*. The fewer words you can use the better—but you must make every word count. In an article on the qualities of a good business, exactness is defined as attention to details.

In ordering goods, care should be taken that the correct amount or quantity is written, and the number given if the order is made up from a catalog. If payment accompanies the order, the manner of remittance should be indicated. If you enclose money, check, draft, post office money order, express money order, or stamps, it should be mentioned and the amount stated. If credit is desired, proper arrangements should be made.

Complete shipping instructions should be given—whether by express or freight. If by express—what express company; if by freight—what railroad. When shipments are large and transportation by water is possible, it will be necessary to mention the steamship line. If the shipment is small, you may ship by parcel post instead of express.

It is customary, though not necessary, to express your thanks for prompt shipment. In these days of business building, most firms are so anxious to please that they need no urging to be prompt with their shipments.

### Exercise Twenty-Nine

Assume that you live ten miles in the country. You wish to put in your week's supply of groceries. Select not less than fifteen articles for the table in quantities sufficient to last seven or eight days and figure the price of each. Write a check for the total amount of the bill. Ask the grocer to pack carefully and ship by the interurban which passes near your house.

## Letters Making Complaints

When you have faults to find and complaints to make, you can do it in one of two ways; you can either berate the object of your wrath in rough-shod style, or you can courteously direct his attention to certain short-comings, and ask him to correct the error, remedy the fault, or adjust the complaint. The former will make an enemy and generally makes it harder to straighten out a tangle; while the latter style will usually cause men to work double time to please you. As a business builder, there is little doubt as to which of these methods you will use.

### Exercise Thirty

Assume when you get your box of groceries off the inter-urban that one article was lacking, one was just half the amount you ordered, and another was damaged. See how considerate and effective a letter you can write your grocer in calling his attention to the matter.

## Letters Selling Goods

The sales letter is the keystone in the whole system of business-building correspondence. Without it the wings of business would be clipped, and commercial activity would, indeed, be limited to a narrow field. As a means of reducing the high cost of living, the sales letter stands without a rival. You can send a thousand letters to a distance at less expense than a single salesman would cost you for a few days, and a thousand sales letters of the right kind may be many times more effective than one salesman.

A business man was recently showing a letter which has been sent to 1520 customers. Of this number 1049 responded with orders which totaled \$5400. Figure the expense of having salesmen call on 1520 customers; then compare it with the small cost of mailing these 1520 letters and possibly you can realize the high degree of efficiency and economy that lies in a properly written sales letter.

The successful sales letter is built on the same lines as the selling talk of a successful salesman. Study closely the talk

of a prize-winning salesman and see how little there is of that staid, stilted, hackneyed style of speech which so largely prevailed in the business letters of the past. Notice, how everything he says is fresh, forceful, and gripping. Watch him get attention with some direct, pointed expression. See his description work up interest, and his reasoning create desire. Hear his arguments mount up to a climax, and his inducements bring forth action. This is the picture that you must copy; for the letter that lands the order is merely written salesmanship. Just talking on paper is not enough—it is talking on paper as a master salesman would talk.

To be a successful writer of letters that bring in business, you must be a successful salesman. You must know yourself, you must know your goods, you must know your customers, you must know your competitors, and you must know business conditions. Failure in this line comes so often to those that engage in it because they do not realize what a vast field they have entered. Indeed the master in this work may be truly called a business philosopher. He must understand manufacturing in all its processes from the raw material to the finished product. He must understand transportation—he must be thoroughly familiar with that great subject—distribution. So you see you have not only entered upon the study of a very important subject, but a very interesting one as well.

Now, when you sit down to write a sales letter, the first thing that you should do is to put the cork in the ink bottle, lay your pen to one side, fold your hands, and—*think*. Think of your customer—his struggles, his ambitions, his trials, his desires, and his feelings—until you are filled with sympathy and concern—till you see how your goods and your proposition will be just the thing to put him on his feet. Then grab the pen—open the ink—and write as though your life depended upon it.

When the letter is finished, lay it aside till you cool off—then criticise it with all the vigor you would use if it had been written by an enemy and you wanted to get even with him.



Then rewrite it. Give it a polish that will make it shine with all those qualities which have already been mentioned as necessary for a successful letter. After you have worked it up to the highest point of which you are capable, mail it out to 100 or 500 prospects. Test the results carefully. If the letter develops 20% of orders, it is splendid; if it develops 40%, it is wonderful; if it develops 60%, it is a whirlwind. However, if it lands less than 10% of your prospects, your letter will not do; for your margin of profit will be too small. (This, of course, depends wholly upon what you are selling and the profit on each order.)

In your preparation for writing sales letters, you must study the following sources of material: the house, the customer, competitors, and miscellaneous.

You must be thoroughly acquainted with your house; its policies and methods; its goods; its capacity; terms of sale; and process of manufacture. You should have a knowledge of costs; source of raw material; the number of skilled workman; and all the various departments and officers. This will enable you to write intelligently and avoid mistakes.

You must know your customer. Be able to answer such questions as: What kind of business does he conduct? How large is it? How long has he been in business? What are his local conditions? What competition has he to meet? Has he a good credit standing? What are his methods and policies? Has he any personal peculiarities? This will enable you to write understandingly, to get his viewpoint, and to make your appeals more effective.

You should not under-estimate nor overlook your competitors. Learn the appeals they use in behalf of their goods; know their methods and policies, and their capacities for filling and handling orders. Such knowledge is sure to prove valuable in the management of your affairs.

Then miscellaneous sources; such as, magazine advertising, current events, business conditions, supply houses, and non-competing firms, can furnish you with much information that will prove of great service.



Classify your customers. You will have men and women; educated and uneducated; farmers and merchants. A letter that will appeal to a man will seldom appeal to a woman. A letter to an uneducated person is not to be constructed after a style that you must use for one who is educated. Neither is a farmer to be approached in the same manner as a merchant.

The following gives a list of motives and the manner in which they appeal to three classes:

ARGUMENTS	BUSINESS MEN	FARMERS	WOMEN
1. Quality	Important	Essential	Good
2. Price	Foremost	Paramount	Secondary
3. Style	Slight	Unimportant	Essential
4. Exclusiveness	Sometimes	Ineffective	Valuable
5. Service	Essential	Appreciate	Slight
6. Sentiment	Useless	Poor	Effective
7. Flattery	Doubtful	Useless	Expedient
8. Testimonials	Effective	Reassuring	Impressive
9. Reputation	Reassuring	Valuable	Desirable
10. Profit	Vital	Not needed	Not needed
Length of letter	Short	Long	Long

In the construction of your sales letter, you have four kinds of material to work with—ideas, statements, explanations, and arguments.

Let your ideas be appropriate, intelligent, alluring, and valuable. Be sure that your statements are facts, supported by proofs, testimony, and references. Make your explanations clear, specific, and complete. In the sale of machinery and certain other commodities, a technical explanation is necessary. If you are writing to a master mechanic, be sure to use technical terms peculiar to his line of work. Drive in your arguments in a logical, persuasive, conclusive, and convincing manner. The skill with which you handle these four kinds of material will determine the success or failure of your sales letter.

Your constant aim while writing a sales letter should be—to land an order—to get an answer. Three things work to this end—creating desire; evading the cost; and enclosures.

In creating desire, if possible, have the time limited in which the prospect can take advantage of your offer. Make him feel he will lose something if he delays. The same result can be secured when the number of articles is limited. Get him to understand that he will be disappointed unless he acts at once. Reduced prices and special terms are prime favorites in a sales letter. Be sure you use them for all they are worth. Having articles reserved, or laid aside for the prospect, is very appealing. It makes him feel that he is receiving special attention and he becomes inclined to reciprocate.

If the prospect is given an opportunity to evade the cost, even for a short time, it has a great influence upon him. A free trial or deferred payments would tempt, when if he had to part with his cash, he would not think of acting. If a deposit is required, a guarantee to refund becomes very effective.

Enclosures will do much towards making it easy to answer. Order blanks, post cards, coin cards, money order blanks, and addressed envelopes should be used according to the needs of the case. An order blank and an addressed envelope aid in clinching the resolve to act. Where a small amount like twenty-five or fifty cents is to be sent, a coin card is tempting. A post card is convenient when you are working up interest in a proposition and want the prospect to write in for more information. Money order blanks are very suggestive that a customer remit. They induce him to buy a post office money order instead of sending a check. This sometimes means a saving to you, as checks are subject to exchange.

When you have secured answers from your prospects the next thing is to make your replies effective. Let your replies be prompt, clear, and complete. Answer all questions and give full details immediately, for nothing is so provoking to a prospect as to write for more information and then have to wait a long time to get it. Have a definite proposition to make and a positive guarantee of satisfaction. See that you

have the inducement for quick action just as strong as you can possibly make it.

Remember, as a final word of advice that you must feel a genuine desire to serve—that you must be just as anxious that the transaction benefit the other fellow as you are that it benefit yourself. Nature's laws are just, and she robs the greedy, selfish fellow of the power to build business by letter. Someway, he cannot put into them that spirit—that true ring—which becomes such a powerful inducement for action. The man who is filled with consideration for his customer can somehow breathe into his letter a mighty power that becomes irresistible. The customer just feels that he must act, even though he could not tell why. Keep in mind that words are empty things—it is ideas and feelings that count.

### Exercise Thirty-one

Assume that you have been given a position as sales manager with the Ellis Publishing Co., and that you are going to sell this book, Letter Writing for the Business Builder, by mail to business colleges and high schools.

The list price is to be \$1.50, with a trade discount of 20% and a cash discount of 10% if paid within 10 days. The name of the business college or high school principal to whom you are to write will be selected by the teacher.

Before starting your letter, turn back and read again the article entitled, "Psychological Construction." Then remember that you can bag no game with a letter not loaded with information; also, that you cannot explain to another that which you do not understand yourself. Do you fully appreciate and understand all that this book has to offer? If not, it will be necessary for you to review it and to give it considerable study before you will be prepared to write this letter.

When you have finished the necessary preparation, write out in rough draft all the things that you think would interest any one in a book on Letter Writing. Take this material and from it construct a letter which will be so attractive that

the school man will feel he cannot possibly be without so valuable an aid to his work.

Keep in mind that you are writing to an educated customer and that quality and service will appeal to him the strongest. You can use testimony taken from the letters of recommendation written by the class for exercise twenty-five. Avoid an anti-climax. Make your letter stronger, more attractive and vigorous at the close than it is at the beginning. Be sure you have an inducement with a clincher aimed at the prospect so accurately that he will have to dodge or get hit. It will take two or three pages of paper to set forth all the essential points.

### Exercise Thirty-one A

You did not receive an answer to your sales letter in exercise thirty-one. There are a number of reasons that might account for it. Probably, your letter did not attract favorable attention, or it failed to arouse interest, or in some way it could not stir up desire. Maybe the inducement and clincher were weak, or possibly that old thief "procrastination" got in the way and spoiled things.

Anyway, an enterprising business builder like you will not let such things interfere. Write your prospective customer again. Make your arguments stronger than ever. If you write to the principal of a business college appeal more to his financial interests. Show him that this course in Letter Writing is a big money making proposition for him. High grade courses mean enthusiastic students; enthusiastic students bring in more students; and more students mean greater profits. Have reasons a plenty why this man should buy. If one will not catch him, another may.

### Exercise Thirty-one B

Write a sales letter offering any article, product, animal, land, tool, or machine in which you may be interested and about which you have complete knowledge. It is very much easier to write an effective letter about something in which you are interested than it is to write about something that gives you no concern. Write to some one to whom you think

you can actually sell. The more reality you can put into your work the better.

### Letters Collecting Money

It is very easy to sell goods to some people, but it is quite another thing to collect the money. This fact makes the collection letter of the greatest importance. If your sales letter turns out a failure, you lose your time, labor, stationery, and postage; but when your collection letter "fails to make good"—you lose your merchandise as well.

When your sales letter misses the mark, you can fire away again; but if the collection letter touches the wrong chord, it means trouble of a positive kind. The sales letter persuades a man to take something on which he believes he can make money; the collection letter must induce him to give up that which he has acquired by toil and hard work. The poor selling letter is tossed into the waste basket and forgotten, but the undiplomatic collection letter may so offend a man that he will never forgive nor forget.

It is necessary for the man who writes the collection letter to have a most complete knowledge of the debtor's condition—his past record, the size and character of his business, his reputation, his competition, his local problems, and such other facts as he can secure from letters, salesmen, and commercial agencies.

In writing a collection letter, do not lose sight of the fact that a debt is a plain business obligation; neither let the debtor look at it in any other light. Whether the letter is the first, or the last, it should have for its attitude: the bill is an obligation that cannot be avoided. At the first intimation that you fear he is not going to pay, he will be encouraged to think up new excuses for deferring the payment—or of evading it altogether.

Another fundamental principle of the collection letter is the necessity for giving it life; making it breathe a spirit of human interest. Don't treat the debtor as if he were a criminal trying to escape punishment. Even though you may be convinced that he is a rogue, telling him so, is a poor way of



getting your money. The letter can be firm and dignified without being insulting. If it is a new experience to a man to be abused, he will be too sore to respond; and if he is a "professional dead beat" to whom insults are every-day occurrences, your letter will not stir him to action.

Show a man politely that you mean business, impress upon him that you intend to give him a square deal, and you expect the same from him. Show him how it is to his advantage to settle the obligation. Remember the "you" element, and that it is a mistake to write the collection letter from the stand point of "I" and "my," just the same as it is in the sales letter. Emphasize the "you" side of the question—point out to the debtor that it is to his interest to settle the account and keep his record clean.

There is no more common mistake than to make an appeal for money on the ground that you "need it." It shakes the customer's confidence in you, and indicates that you are either operating on a very narrow margin or else you are a poor manager. It also gives the man an excuse for not paying. He, too, will use the "hard-up" cry. There may be times when it seems desirable to shape an appeal along this line, but it can be done without loss of dignity or the shaking of confidence in the stability of your business. One firm writes:

"When you consider that we are handling more than 30,000 accounts you will appreciate that a few delinquent ones here and there soon amount up to many thousands of dollars; and as we discount all our bills promptly, we feel we must insist upon a prompt payment of these overdue accounts."

This gives the customer a little glimpse of the firm's condition, and there is no begging tone about the letter.

The letter writer must never lose sight of the fact that the debtor is a customer, whose future patronage is desired; and it is the policy of nearly every wholesale house to grant reasonable extensions when there is any legitimate reason. Extending accommodations may be the quickest and easiest



way of collecting a debt, and at the same time it may place a customer under such an obligation to the house, that he will, in the future, give it a larger share of his patronage. Future dealings can be ignored only in the case of individuals who are such poor pay that their trade is not desirable.

In collecting money, you will find there are four reasons why customers fail to pay their bills when due, and they may be classified as follows:

1. Being busy, they overlook the account.
2. Being hard-up, they cannot pay immediately.
3. Being naturally slow, they put everything off.
4. Being dishonest, they avoid paying when possible.

Strange as it may seem, the first three are the hardest to handle. The dishonest customer who does not pay calls for just one line of action; determine whether he has sufficient property to cover the judgment and then bring suit. After that refuse to sell him more goods unless he pays cash.

But you cannot afford to deal in this harsh manner with your customers who are busy, or slow, or hard-up. This is where you need skill and diplomacy of a high order; for if you say the least thing that they think is a reflection, your future business with them is at an end.

To meet this condition, successful firms have a follow-up collection series of four letters. The first one is written with the assumption that the customer is a very busy man and has overlooked the account. This pleases the vanity of most men, and they usually remit at once, unless they are very hard up or decidedly mean.

To prevent its appearing too much like a collection letter, it is well to solicit more business, and make it seem as much as possible like a sales letter. This leads the customer to feel that you have confidence in him, and often causes him to remit in full and send in an order for more goods. Whenever this is accomplished, you may know you have a most effective collection letter.

If your first letter does not bring a remittance, or a reply, within ten or fifteen days, you must write another; this time

with the assumption that the customer is hard up. Tell him that you are without a reply to your first letter, and the only reason you can think of is that he might be financially embarrassed. If this is the case, say that you will be glad to accommodate him in any reasonable way. Tell him a part payment will be appreciated if he cannot pay in full. In this letter, as in the first one, it is good policy to solicit more business.

If your second letter fails to bring a reply within two weeks, you may know you have one of those slow customers or a dishonest one. However, you must assume that he is a slow one; for slow people, while they are provoking, are worth keeping on your list of customers. In your first two letters, you must not show the least impatience. In this letter, though, it is proper to show a reasonable amount of impatience, but it must not in any sense appear to cast a reflection on your customer. Neither must it take on a threatening tone.

Tell him pointedly that this is a business obligation that he can not afford to let drag on in this inconsiderate way. He owes it to his good standing to be more prompt and attentive to such matters. Say that you are anxious to give him a square deal, and you certainly should expect the same from him. You can overcome any resentment that this might arouse by assuring him that his business is appreciated and solicit further orders.

If you have written three effective letters in the manner indicated and do not get a response, you may know you are dealing with a rogue who will beat you if possible. This letter should be similar to number three; and should omit the solicitation for further business. It should be quite threatening in tone; and if the customer does not remit in so many days, say you will place the account in the hands of lawyers for collection.

### Exercise Thirty-two

Assume that you sold 100 books, in exercise thirty-one, the bill for which is now ten days past due and unpaid. Write a letter with the assumption that your customer is a

very busy man and has overlooked the account. Tell him that you have some sample letters which students in other schools have written, and that you will be glad to send him some if he is interested. Express the hope that he will send you another order for books in the near future.

### Exercise Thirty-two A

Assume that you have written two letters and have received no reply. Write a third letter, and this time follow the advice given for dealing with slow people.

### Letters Adjusting Complaints

In spite of the best of intentions and the most carefully laid plans, things will go wrong, and customers will have complaints to make. As a business builder, you must expect all these things and prepare for them. If you hope to succeed in business, you must be prepared to make everything right that is not satisfactory. One very successful firm has adopted as a motto for its Complaint Department: "The customer is always right."

Someone has said that an excellent syrup for soothing the ruffled feelings of an unreasonable customer may be had by combining a gallon of diplomacy with a spoonful of remonstrance. Before serving, however, mix well with brains and discretion.

In writing letters to adjust complaints, emphasize your willingness to correct the error, remedy the fault, or make up the shortage. Show that you are sincere in your desire to serve; and while you are willing to take the blame, strive to find some good reason to explain the circumstances. In this way, you can often change one of these fault-finding patrons into one of your very best customers.

### Exercise Thirty-three

Mrs. Hiram Johnson who ordered a set of dishes in exercise seventeen has written you a letter of complaint in which she says that the dishes you sent her have a red figure instead of the green which she ordered; also, the soup tureen was broken.

Write her a letter expressing your regrets that the red figure was unsatisfactory. Tell her that when the shipping clerk went to pack her order, he found the last set with a green figure had been sold, and as you knew a wedding anniversary without new dishes would be incomplete, you ordered him to send a higher priced set with a red figure.

Tell her that if she still considers the red figure unsatisfactory, to return them and just as soon as the dishes with the green figure are received in stock, you will send her a set. If, however, she decides to keep the dishes she now has, you will be glad to send her a new soup tureen.

Be sure to tell her how sorry you are, and that you appreciate how she must have felt at having had to take a different thing from the one on which she had set her mind. Make it a very gentle, soothing message. Don't forget to solicit her further orders.

### Advertising Letters

Do you like to get letters? Are you ever disappointed when the mail arrives and you do not get one? Yes, every one likes to get letters. There never was a man who has not experienced a sense of satisfaction at being handed an envelope with his own name standing out on it. What a fascination there is in breaking the seal, and how anxious you are to read the letter.

Yet, how many advertising letters are you able to read from start to finish? You really want to read each letter, you are just eager to know what it may contain for you—but somehow you never get many of them finished. Now, why don't you?

It is the same old story that has been told several times in this course. The opening was insipid; the writer forgot your side of the matter, and instead thrust his own to the front; the style was old and worn out; there was nothing to hold your attention; and though you wanted to read it you couldn't—just actually couldn't.

So if you feel that way about the letters you get, you may be sure, unless you leave the beaten track and develop a

little human interest, the letters you write will be treated in the same way.

Advertising letters may be written to make known the merits of any cause or proposition whether business or social. While the advertising letter is largely the same as a promotion, or a sales letter, it has a much broader application. A pure type of advertising letter is found on page 21 in this book. Turn back and study it. Do you think if you had received this letter you would have found any trouble in reading it?

Advertising letters must be strong in attracting attention and working up interest. Ordinarily, they are not written with the thought of closing a sale directly, but to get the prospect to patronize some one else. Manufacturers and wholesalers use the advertising letter very extensively to get the public to buy of their agents or representatives.

### Exercise Thirty-four

You have decided to teach Letter Writing by mail. Select some one you know who would profit by such a course, and write him an advertising letter.

Suggestions and material for this letter can be found on pages 1 and 2 under the headings "Introduction" and "Scope of the Letter." Reconstruct this material, and put it into a letter for the purpose of arousing interest in the subject.

Add a postscript that your representative will call on or about a certain date, and ask your prospect to consider the proposition of picking up dollars where he is now picking up dimes.

### Educational Letters

As a medium for educational work, letters take rank with newspapers and magazines. When a manufacturer attempts to place some new product on the market, he must enter upon a campaign of education. To accomplish this work, he has at his command four avenues by which to approach the public: Newspapers, magazines, bill boards, and letters.



In the first stages, the foundation work is best advanced by newspapers, magazines, and bill boards; but the finishing work can only be accomplished through an up-to-date series of educational letters. These letters if properly prepared, have a personal touch and a pulling power that can be secured through no other medium.

The manager of the sales force finds the letter a mighty power in educating and training his men. Often salesmen would get very discouraged, contending with the hardships of the road, were it not for the "ginger" and enthusiasm that flows forth from the letters of their chief. A cheering letter to a traveler, hundreds of miles from friends, home, and family, is one of the greatest stimulants known to man.

Ten minutes before the mail arrives, a salesman may have been "down in the dumps, blue as indigo"—yet five minutes after reading an inspiring, appreciative message from the head of the house, he is a new man—ready to face the world—to do, to dare, and to win. No longer the heart strings strain with lonesomeness; but instead the brightly burning fire of confidence gives cheer and courage.

The vast array of correspondence schools in our country today bears strong testimony to the value and use of letters in educational work. The post office department is, indeed, playing a most important part in the advancement of education. No one need go without a higher education if he really wants one, even though he cannot leave his home. Many of our leading universities are now engaged in extension work; so with an eager mind at one end and the university at the other, the educational letter is becoming the greatest instructor of the age.

The most influential educational letters ever written in the history of the world are from the pen of the Apostle Paul. Their careful study will do much to strengthen you in the power of Letter Writing.

### Exercise Thirty-five

Your traveling representative succeeded in enrolling in your correspondence course the prospect you wrote to in



exercise thirty-four. Assume that you have written the preliminary letters. This one is to consist of the material you boil down from the article on pages 19-24, entitled, Requirements of a Letter. Impress upon your student with all the force at your command the importance of the nine points set forth in this discussion.

#### **Exercise thirty=five A**

The next letter to your student should be a summary of the six points given under the title, Qualities of a Good Letter. See how vigorously you can emphasize these essentials of every effective letter.

#### **Exercise Thirty=five B**

For this exercise condense the article, Composition of a Letter.

#### **Exercise Thirty=five C**

Take for the theme of this letter the subject matter in the discourse on Psychological Construction.

#### **Exercise Thirty=five D**

This installment is to consist of advice and instruction regarding a letter selling goods. Before undertaking to write this communication, study carefully what is said about the sales letter.

#### **Exercise Thirty=five E**

For this final exercise, write a "ginger-up" letter to your traveling representative. Make it just as appreciative and inspiring as you possibly can. Tell him that you have decided to start a selling contest among your salesmen. The prize for the one making the largest per cent of increase in business during the next three months will be a two weeks' vacation trip around the Great Lakes to Niagara Falls with all expenses paid.

Assure him that you appreciate the splendid fight he has been making for business. When things begin to drag, tell him just to remember how fine it will be to spend two hot sultry weeks in August cruising out in the Great Lakes where the cool breezes blow.

Also, picture to him the great work in which he is engaged. The good he is doing can never be measured. Even when he fails to secure an enrollment, he does not labor in vain; for no man can listen to his talk and not be benefited. The inspiration he leaves for the improvement of one's opportunities will bear fruit in some form. So bid him labor on with a strong heart and an abiding faith; for reward is sure to come.



# Part III

## Letter Writing for the Business Builder

### Outline

To aid in reviewing this course; the following outline is presented:

#### LETTER WRITING FOR THE BUSINESS BUILDER

1. Introduction
  1. Purpose
  2. Definitions
2. The Scope of the Letter
  1. Extends Friendship
  2. Sells Goods
  3. Handles Men
  4. Collects Money
  5. Adjusts Complaints
  6. Secures Positions
  7. Develops Prestige
  8. Builds Business
3. Material for Letter Writing
  1. Stationery
    1. Paper
    2. Envelopes
    3. Pens
    4. Ink
    5. Postage Stamps
  2. Office Equipment
    1. Typewriter
    2. Carbon Paper
    3. Letter Press
    4. Duplicating Machine
    5. Addressing Machine
    6. Filing Cabinet
4. Divisions of a Letter
  1. Heading
    1. No. and St.
    2. Place
    3. Date
  2. Address
    1. Name
    2. Location
  3. Salutation
  4. Body
  5. Complimentary Close
  6. Signature
  7. Title
  8. Postscript
  9. Superscription
5. Learning to Write
  1. Penmanship Stage
  2. Spelling Stage
  3. Grammar Stage
  4. Rhetoric Stage
  5. Logic Stage
6. Requirements of a Letter
  1. Effective English
  2. Correct Spelling
  3. Legible Penmanship
  4. Punctuation

5. Capitalization
6. Arrangement
7. Folding
8. Display
9. Letterhead
7. Qualities of a Letter
  1. Brevity
  2. Clearness
  3. Unity
  4. Exactness
  5. Personality
  6. Courtesy
8. Composition of a Letter
  1. Words
    1. Exact
    2. Short
    3. Specific
    4. Anglo-Saxon
  2. Phrases
    1. Vivid
    2. Terse
    3. Striking
    4. Natural
  3. Sentences
    1. Clear
    2. Concise
    3. Forceful
    4. Comprehensive
  4. Paragraphs
    1. Short
    2. Uniform
    3. Logical
    4. Orderly
9. Psychological Construction
  1. Attract Attention
  2. Arouse Interest
  3. Create Desire
  4. Induce Action
10. Exercises
  1. Drills
  2. Questions
11. Kinds of Letters
  1. Friendship
  2. Social
3. Introduction
4. Congratulation
5. Condolence
6. Postal Cards
7. Telegrams
8. Cablegrams
9. Inquiry
10. Notification
11. Remittance
12. Acknowledgment
13. Announcement
14. Enclosure
15. Legal
16. Official
17. Public
18. Promotion
19. Asking Favors
20. Recommendation
21. Application
22. Circular
23. Follow-up
24. Ordering Goods
25. Making Complaints
26. Selling Goods
27. Collecting Money
28. Adjusting Complaints
29. Advertising
30. Educational
12. Letter of Application
  1. Necessary Information
    1. Age
    2. Gender
    3. Single or Married
    4. Nationality
    5. Education
    6. Experience
    7. Habits
    8. Disposition
    9. Characteristics
  10. Physical Description
  11. Salary
  12. References
13. The Sales Letter
  1. Material

1. Ideas
  1. Appropriate
  2. Intelligent
  3. Alluring
  4. Valuable
2. Statements
  1. Facts
  2. Proofs
  3. References
  4. Testimony
3. Explanations
  1. Clear
  2. Specific
  3. Technical
  4. Complete
4. Arguments
  1. Logical
  2. Conclusive
  3. Persuasive
  4. Convincing
2. Sources of Material
  1. The House
  2. The Customer
  3. Competitors
  4. Miscellaneous
3. The Appeal
  1. Elements
    1. Quality
    2. Price
    3. Style
    4. Exclusiveness
    5. Service
    6. Sentiment
    7. Flattery
    8. Testimonials
    9. Reputation
    10. Profit
  2. To Whom Made
    1. Men
    2. Women
    3. Educated
    4. Uneducated
    5. Farmers
    6. Merchants
4. Answering Made Easy By
  1. Creating Desire
    1. Time Limited
    2. Articles Limited
    3. Reduced Price
    4. Special Terms
    5. Articles Reserved
    6. Quality Guaranteed
    7. No Risk Incurred
  2. Evading the Cost
    1. Free Trial
    2. Return Privilege
    3. Deferred Payments
    4. Deposit Refunded
  3. Enclosures
    1. Order Blanks
    2. Post Cards
    3. Coin Cards
    4. Money Order Blanks
    5. Addressed Envelopes
  5. Replies made effective by
    1. Promptness
    2. Clearness
    3. Completeness
      1. Answer all Questions
      2. Give Full Details
    4. Definite Proposition
    5. Guarantee of Satisfaction
    6. Inducement for Quick Action
14. Filing Letters
  1. Methods
    1. Alphabetical
    2. Geographical
    3. Numerical
    4. Topical



# APPENDIX

## Proof-Reading

In these days of general intelligence, most people, especially those engaged in mercantile or professional pursuits, have more or less occasion to write for publication. A knowledge of the usages governing such writing is therefore important. Anything intended for publication should be written plainly with pen and ink, or, better still, typewritten. Use but one side of the paper, and give special care to spelling, punctuation, and paragraphing, as well as to grammatical accuracy, and style of expression. The manuscript pages should be numbered.

In writing for the press, clearness and conciseness are of prime importance. Space in a newspaper is a valuable commodity; typesetting costs money; and these, as well as other considerations, put upon the writer the duty of making his communications brief and to the point. When copy is "set up" by the printer, impressions of the printed matter called "proof-sheets" are taken by hand. These usually contain various mechanical errors that have been made by the typesetter, and are corrected in the office. A "revised proof" is then often sent to the author for any further corrections that he may wish to make. Reading these proof-sheets for the purpose of noting and marking errors is called "proof-reading," and the errors are indicated in the margin of the sheets by means of certain conventional marks and signs. The following list contains the more important of these, with an explanation of their use:—

## PROOF-READER'S MARKS.

✕ Change bad letter.	⊙ Period.	☐ Move over.	..... Let it stand.
⌞ Push down space.	/ Comma.	☐ Em quad space.	<i>stet.</i> Let it stand.
9 Turn over.	⊙ Colon.	/- One-em dash.	<i>tr.</i> Transpose.
8 Take out ( <i>dele</i> ).	;/ Semicolon.	/- Two-em dash	<i>Caps</i> Capital letters.
^ Left out; insert.	∨ Apostrophe.	¶ Paragraph.	<i>s. c.</i> Small caps.
# Insert space.	∨ Quotation.	No ¶ No paragraph.	<i>l. c.</i> Lower case or small letters.
∨ Even spacing	/ Hyphen.	<i>w. f.</i> Wrong font.	<i>Ital.</i> Italics.
∪ Less space.	≡ Straighten lines.		<i>Rom.</i> Roman.
⊙ Close up entirely.			

The following facsimile copy of a marked and corrected proof will show how the above marks are used in practise.

## MARKED PROOF.

## CORRECTED PROOF.

*initial caps*  
 ⊙ The Inland Printer prints an amusing letter from Mr. T. B. Aldrich to Prof. E. S. Morse, ex-president of the American Academy for the Advancement of Science.  
 / Prof. Morse, it should be, stated, has a handwriting quite indescribable. *even g*  
 ∨ My dear Morse: It was very pleasant for me to get a letter from you *stet.*  
*tr. h* ~~other the~~ day. Perhaps I should have found it pleasanter if I had been able to decipher it. I don't think I mastered anything beyond the date (which I knew), and the signature (which I guessed at).  
 X There's a singular and perpetual charm in a letter of yours; it never grows old; it never loses its novelty.  
*no g* ☐ One can say to one's self every morning: 'There's that letter of Morse's; I haven't read it yet. I think I'll shy another take at it to-day and maybe I shall be able, in course of a few years, to make out what he means by those i's that look like w's, and those i's that haven't any eyebrows!' Other letters are read and forgotten, but yours are kept forever—unread. One of them will last a reasonable man a lifetime. Admiringly yours, T. B. Aldrich."  
*the*  
*Rom.* and thrown away

THE INLAND PRINTER prints an amusing letter from Mr. T. B. Aldrich to Prof. E. S. Morse, ex-president of the American Academy for the Advancement of Science. Prof. Morse, it should be stated, has a handwriting quite indescribable. "My dear Morse: It was very pleasant for me to get a letter from you the other day. Perhaps I should have found it pleasanter if I had been able to decipher it. I don't think I mastered anything beyond the date (which I knew), and the signature (which I guessed at). There's a singular and perpetual charm in a letter of yours; it never grows old; it never loses its novelty. One can say to one's self every morning: 'There's that letter of Morse's; I haven't read it yet. I think I'll take another shy at it to-day and maybe I shall be able, in the course of a few years, to make out what he means by those i's that look like w's, and those i's that haven't any eyebrows!' Other letters are read and thrown away and forgotten, but yours are kept forever—unread. One of them will last a reasonable man a lifetime. Admiringly yours, T. B. Aldrich."

## COMMERCIAL CHARACTERS

At .....	@	Pounds.....	lb or lbs.
Account .....	%	Check mark.....	✓
Percentum or by the hundred	%	Old account.....	O %
Care of .....	<sup>c</sup> / <sub>o</sub>	New account.....	N. %
Cents .....	¢	Three and one-fourth .....	3 <sup>1</sup> / <sub>4</sub>
Dollars .....	\$	Eight and two-fourths .....	8 <sup>2</sup> / <sub>4</sub>
Pounds Sterling.....	£	Five and three-fourths.....	5 <sup>3</sup> / <sub>4</sub>
Number .....	#		

## ABBREVIATIONS OF TITLES

Administrator.....	Admr.	Librarian.....	Lib.
Admiral.....	Adm.	Lieutenant.....	Lieut.
Corresponding Secretary, Cor. Sec.		Member of Congress.....	M. C.
Cashier.....	Cash.	Member of Parliament.....	M. P.
Colonel.....	Col.	Mistress.....	Mrs.
Captain.....	Capt.	Mister.....	Mr.
Doctor of Divinity.....	D. D.	Professor.....	Prof.
Doctor of Medicine.....	M. D.	Principal.....	Prin.
Doctor of Philosophy.....	Ph. D.	President.....	Pres.
Doctor of Civil Law.....	D. C. L.	Reverend.....	Rev.
Doctor of Laws.....	LL. D.	Right Honorable.....	Rt. Hon.
Esquire.....	Esq.	Recording Secretary.....	Rec. Sec.
General.....	Gen.	Secretary.....	Sec.
Gentlemen.....	Messrs.	Superintendent.....	Supt.
Governor.....	Gov.	Treasurer.....	Treas.
Honorable.....	Hon.	Vice President.....	V. Pres't.

## ABBREVIATIONS OF THE STATES AND TERRITORIES

as recommended by the Post Office Department

Alabama.....	Ala.	Kansas.....	Kans.
Alaska.....	Alaska	Kentucky.....	Ky.
Arizona.....	Ariz.	Louisiana.....	La.
Arkansas.....	Ark.	Maine.....	Me.
California.....	Calif.	Maryland.....	Md.
Colorado.....	Colo.	Massachusetts.....	Mass.
Connecticut.....	Conn.	Michigan.....	Mich.
Delaware.....	Del.	Minnesota.....	Minn.
District of Columbia.....	D. C.	Mississippi.....	Miss.
Florida.....	Fla.	Missouri.....	Mo.
Georgia.....	Ga.	Montana.....	Mont.
Idaho.....	Idaho	Nebraska.....	Nebr.
Illinois.....	Ill.	Nevada.....	Nev.
Indiana.....	Ind.	New Hampshire.....	N. H.
Iowa.....	Iowa.	New Jersey.....	N. J.

New Mexico.....	N. Mex.	South Carolina.....	S. C.
New York.....	N. Y.	South Dakota.....	S. Dak.
North Carolina.....	N. C.	Tennessee.....	Tenn.
North Dakota.....	N. Dak.	Texas.....	Tex.
Ohio.....	Ohio	Utah.....	Utah.
Oklahoma.....	Okla.	Vermont.....	Vt.
Oregon.....	Ore.	Virginia.....	Va.
Pennsylvania.....	Pa.	Washington.....	Wash.
Philippine Islands.....	P. I.	Wisconsin.....	Wis.
Porto Rico.....	P. R.	West Virginia.....	W. Va.
Rhode Island.....	R. I.	Wyoming.....	Wyo.
Samoa.....	Samoa.		

## ABBREVIATIONS FOR THE MONTHS

January.....	Jan.	July.....	July or Jul.
February.....	Feb.	August.....	Aug.
March.....	Mch.	September.....	Sept.
April.....	Apr.	October.....	Oct.
May.....	May.	November.....	Nov.
June.....	June or Jun.	December.....	Dec.

## COMMERCIAL ABBREVIATIONS

Afternoon.....	P. M.	Between calls.....	B. C.
Adventure.....	adv.	Barrel.....	Brl. or bbl.
Advertisement.....	ad.	Bill of Lading.....	B/L.
Account.....	acct.	Bills Payable.....	B Pay.
Account Sales.....	Acct. Sales.	Bills Receivable.....	B. Rec.
Account Current.....	Acct. Cur.	Bank.....	Bk.
Agent.....	Agt.	Bank Book.....	Bk. B.
Amount.....	amt.	Black.....	Blk.
Article.....	Art.	Bag.....	Bg.
Assistant.....	Asst.	Bundle.....	Bdl.
Average.....	av.	Bale.....	Bl.
Assorted.....	asst. or as'd.	Basket.....	Bkt.
Agreement.....	agm't.	Bought.....	Bot.
Appendix.....	App.	Brought.....	Brot.
Attorney.....	Atty.	By the hundred.....	per cent.
All Correct.....	O. K.	Buyers Option.....	B. O. or b. o.
And so forth.....	etc. or &c.	Bushel.....	Bu.
By.....	Per.	Box.....	Bx.
Balance.....	Bal.	Boards (B'kbinding).....	Bds.
Bill Rendered.....	B. Rend	By way of.....	via.
Bill of Sale.....	B/S.	Building.....	Bldg.
Buyers option to purchase		Capital.....	Cap.
within 30 days.....	B. 30	Cases.....	cs.
Bill Book.....	B. B.		

## ABBREVIATIONS

Commission.....	} Com.	Feet or Foot.....	ft.
Commercial.....		Gallon.....	gal.
Consignment....	Con. or Cons't.	Grain.....	gr.
Creditor or crate.....	Cr.	Guarantee.....	guar.
Cents.....	cts. or c	Gill.....	gi.
Cartage.....	etg.	Gross.....	gro.
Charges.....	Chgs.	Great gross.....	g. gro.
Collect on Delivery....	C. O. D	Half.....	hf.
Copper.....	cop.	Hogshead.....	hhd.
Department.....	Dep't	Handkerchief.....	hdkf.
Day Book.....	D. B.	Hundred.....	hund. or C.
Deposit.....	dep.	Hundredweight.....	cwt.
Draft.....	dft. or dr.	Invoice Book.....	I. B.
Dividend.....	Div.	Inward Invoice Book..	I. I. B.
Discount.....	Dis.	That is.....	i. e.
Dozen.....	doz.	Inches.....	in.
Debtor.....	Dr.	Invoice.....	inv.
Drayage.....	dray.	Inventory.....	Inv'y.
Days.....	ds.	Insurance.....	Ins.
Day.....	da.	Insolvency.....	Insol.
Dram.....	dr.	Interest.....	Int.
Each.....	ea.	I owe you.....	I. O. U.
Errors excepted.....	E. E.	Imported.....	imp.
Errors and ommissions excepted	E. & O. E.	Instant (the present month)	inst.
.....		Junior.....	Jr.
Endorse.....	End.	Journal Folio.....	J. F.
English.....	Eng.	Journal.....	J.
Entry.....	Ent.	Letter Book.....	L.B.
Entered.....	Ent'd.	Ledger.....	L.
Exchange.....	Exch.	Ledger Folio.....	L. F.
Expense or Expenses.....	Exp.	Long ton.....	lt.
Express; Example.....	Ex.	Limited.....	Ltd.
For example.....	e. g.	Last month.....	ult.
Figure.....	Fig.	Manufactured.....	mf'd.
Forenoon.....	A. M.	Memorandum.....	Mem.
Favor.....	Fav.	Mortgage.....	Mtg.
Foolscap.....	F cp.	Month.....	Mo.
Figured.....	Fig'd.	Months.....	Mos.
Firkin.....	fir.	Manufacturing.....	mfg.
Free on Board.....	f.o.b.	Manufacturer.....	man'f.
Folio.....	Fol.	Merchandise.....	Mdse.
Forward.....	Fwd.	Manuscript.....	MS.
French or Francs.....	Fr.	Manuscripts.....	MSS.
Freight.....	frt.	Minute.....	min.

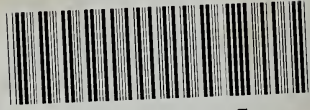
Molasses.....	mols. or mls.	Received.....	Rec'd
Mail Order Department, M. O. D.		Returned .....	Ret'd
Note Book.....	N. B.	Registered .....	Reg.
New Ledger.....	N. L.	Sales Book .....	S. B.
Number .....	No. or №	Shillings .....	s
Numbers .....	Nos.	Schooner .....	Schr.
Notary Public .....	N. P.	Ship or Shares .....	Sh.
Next Month .....	prox.	Shipment .....	Shipt.
Namely .....	viz.	Signature .....	sig.
Old Account.....	O. A.	Sack .....	sk.
Outward Invoice Book ..	O. I. B.	Sight Draft .....	st. dr
Ounce or ounces.....	oz.	Superintendent.....	Supt.
Present month .....	inst.	Steamboat .....	stbt.
Page .....	p.	Steamer .....	str.
Pages .....	pp.	Sundries .....	sunds.
Pass Book .....	P. B.	Seller's option ..	S. O. or s. o.
Pay on delivery.....	P. O. D.	Storage .....	stor.
Petty Cash Book.....	P. C. B.	Superfine.....	super. or S. P.
Payment .....	Payt.	Senior .....	Sr.
Piece .....	Pe.	Street; Saint .....	St.
Pieces .....	Pes.	Square feet.....	sq. ft.
Paid .....	Pd.	Square yards .....	sq. yds.
Package .....	Pkg.	Time Book.....	T.B.
Preferred .....	Pref.	Trial Balance .....	T. B.
Pair .....	pr.	Telegraph .....	Tel.
Postscript .....	P. S.	Treasurer .....	Treas.
Pint .....	pt.	Tierces .....	tc.
Puncheon.....	Pun.	The same .....	do.
Profit and Loss.....	P. & L.	Thousand .....	M.
Postoffice .....	P. O.	Transpose .....	Tr.
Peck.....	pk.	The Year of Our Lord.....	A.D.
Pound .....	lb. or №	United States .....	U. S.
Pence .....	d.	United States Mail..	U. S. M.
Proximo .....	prox.	Vessel .....	ves.
Quart .....	qt.	Volume .....	.vol.
Quarter .....	qr.	Versus (against) .....	...vs.
Railway .....	Ry.	Without dividend or flat, Ex. Divi.	
Regular Way or Rail Way, R. W.		Way Bill .....	W/B
Rail Road.....	R. R.	Without notice .....	W. N.
Railroad bonds .....	R. Bds.	Weight .....	wt.
Receiver .....	Rec'r	Yards .....	yds
Received Payment	Rec'd Pmt.	Year .....	yr.
Rolls .....	Rs. or rls.		







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